

## Chapter III

### METHODOLOGY

In this chapter, the researcher would like to give some information about methodology of the research. Moreover, methodology in this chapter consists of some aspects, such as; research design, the subject, the data collection and data analysis.

#### **3.1. Research Design**

The research design is an important aspect in conducting research. The purpose of deciding the research design is conducting the researcher to investigate the problem and showing how the study will be set up, in order to answer the research problem.

Research is systematic effort to answer the question or problem. *Research defined as the systematic and objective analysis recording of controlled observations that may lead to the development of generalizations, principles, or theories, resulting in prediction and possibly ultimate control event* (Darsono:2008:18).

In conducting the research, the researcher tries to analyze unity and coherence in the National Scene column at The Jakarta Post newspaper. In this thesis, the researcher employs the descriptive research design. Based on Darsono (1999) *Descriptive research design is a research that tries to give a new phenomenon or situation just like the real one without any manipulation to the variable*. This means that the researcher cannot influence the subject. They are

nature condition without any manipulation. Darsono (1999:96) stated that there are six kinds of descriptive research; those are follow up study, content analysis, correctional study, case study, development study and correctional study.

In this thesis, the researcher uses the discourse analysis which according to J. P. Gee (2005) stated that in the end, discourse analysis is one way to engage in a very important human task. The task is this: to think more deeply about the meanings we give people's words so as to make ourselves better, more humane people and the world a better, more humane place.

## **3.2. Source of the Data**

### **3.2.1. Document**

In this study the researcher uses The Jakarta Post newspaper especially at National Scene Column edition 20<sup>th</sup> March to 2<sup>nd</sup> April 2012 as the source of the document. The researcher's reason of using this subject is because it is the only one of English newspaper in Indonesia that contains some kinds of events and advertisements.

The researcher uses snowball sampling, it is a technique which used in qualitative research because researcher does not mean to take the generalization from the result which had reached but the researcher will discuss it in detail. According to Arikunto (2006:16) there are four sampling techniques which recommended. Those are accidental sampling, purposive sampling, cluster-quota sampling and snowball sampling. The researcher uses snowball sampling technique that is determining sample with a certain consideration which is considered can give data optimally since there result has been achieved.

### **3.3. Data Collection**

The procedure to collect the data is important to know how the data of the research will be collected and to answer the question that related to the research problem. The researcher has to decide and choose the right procedure to collect the data, so that the collected data become correct and accurate.

#### **3.3.1. Instrument**

The instrument of this research is the researcher itself, so the researcher equipped herself with knowledge about the unity and coherence. The researcher uses documentations of The Jakarta Post newspaper as the tool.

#### **3.3.2. Procedure to collect data**

To collect the data of the study, the researcher uses the documentation method to get the data; the documents are taken from The Jakarta Post newspaper. Herewith the procedure to collect the data which is done by the researcher: first is collecting The Jakarta Post newspaper edition 20<sup>th</sup> March to 2<sup>nd</sup> April 2012 as subject of the study. Second is collecting National Scene column found in The Jakarta Post edition 20<sup>th</sup> March to 2<sup>nd</sup> April 2012. Third is identifying National Scene column whether consist of unity and coherence. Fourth is classifying unity at the National Scene column in The Jakarta Post whether the paragraph has unity or not. Fifth is classifying coherence at the National Scene column in The Jakarta Post whether it has conjunction or not and what conjunction or connecting word they use.

### **3.4. Data Analysis**

The purpose of content analysis procedure is descriptive information. The researcher describes the information about unity and coherence found in The Jakarta Post National Scene column, after collecting the data, the researcher analyzes them. The procedures to analyze the data are: first is reading some theories of definition of unity and coherence and National Scene column article at the Jakarta Post newspaper to support the study. Second is grouping the data into what type of unity and coherence by using checklist. Third is classifying the finding into unity and coherence based on its function. Fourth is analyzing the result of the data descriptively in order to obtain the whole information that is related to give answer to the research question. To analyze the data, the researcher uses some steps as follows: looking for the text or sentences that contain of unity and coherence and determining whether there is unity in the paragraph and where it is mostly placed at the National Scene column. The last is determining or classifying the coherence at the National Scene column whether it has in the paragraph and what function they have.

#### **3.4.1. Data Reduction**

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written up field notes or transcriptions. Data reduction occurs continuously throughout the life of any qualitatively oriented project. Even before the data are actually collected, anticipatory data reduction is occurring as the researcher decides which conceptual framework, which cases, which research questions, and which data collection approaches to choose. As data collection proceeds, further episodes of

data reduction occur (writing summaries, coding, teasing out themes, making clusters, making partitions, writing memos). The data reduction/transforming process continues after fieldwork, until a final report is completed.

In this research, after getting all data of documentation, the researcher transcribed it in transcription, reduced and selected the result of the data if there is similarity of the data in each collecting data.

#### **3.4.2. Data Display**

The second major flow of analysis activity is data display. Generally, a display is an organized, compressed assembly of information that permits conclusion drawing and action. Looking at displays help us to understand what is happening and to do something-either analyzed further or takes action-based on that understanding.

In the course of our work, we have become convinced that better displays are a major avenue to valid qualitative analysis. As with data reduction, the creation and use of display is not separate from analysis, it is a part of analysis.

In this research the data display is observation paragraphs. The researcher displays the observation paragraphs by using transcription. The researcher will display the transcribed in the appendix. The purpose of observation paragraphs are to display the content of the unity and coherence, what function are there and also where is the main idea mostly placed in the articles of The Jakarta Post newspaper.

#### **3.4.3. Drawing Conclusion / Verification**

The third flow of analysis activity is conclusion drawing and verification. From the start of data collection, the qualitative analysis is beginning to decide

what thing means-is nothing regularities, patterns, explanations, possible configurations, fundamental flows and prepositions. The competent researcher holds these conclusions lightly, maintaining openness and uncertainty, but the conclusions are still there unclear and vague at first, then increasingly clear and grounded, to use the classic term of Glasser and Straus (1967). “Final” conclusion may not appear until data collection is over, depending on the size of the corpus of field notes; the coding, storage, and retrieval methods used; the sophistication of the researcher; and the demand of funding agency, but they often have been prefigured from the beginning, even when a researcher claims to have been proceeding “inductively.”

The concluding observation paragraphs that the researcher uses to analyze the data are the conclusion of this research.