CHAPTER III

RESEARCH METHOD

This chapter discusses the method used by the researcher in conducting this research. It presents the research design, data and data sources, technique of data collection, technique of data verification, and data analysis.

A. Research Design

This research is using a descriptive qualitative approach. According to Hancock (2002), qualitative research is developing social phenomena to understand people. Here, the researcher expects to understand deeply in analyzing data. According to Bodgan and Biklen (1982: 39-48), a qualitative approach is research bringing about the descriptive data in the written and oral form data from the subjects of the research being investigated, Thus, the data and analysis in this research were in the descriptive forms. And the collected data are in the form of words instead of the frequency of data (Moleong, 2001: 6). Then the conclusion was made without making generalizations. In this research, the researcher wants to reveal the rhetorical figures used by Lester Holt as the News Anchor in NBC nightly news. The research investigated the data based on the theory of Edward F. McQuarrie and David Glen Mick (1996).

B. **Data and Data Source**

Data is material that got from the field. It can be everything that can use to enrich the material to help the research. Bogdan and Biklen (1998:106) state data include materials the people doing actively record and also what others have created and the researcher finds. In this research, the data is a transcript containing rhetorical figures by Lester Holt as a news anchor. Data sources consist of the subject as the base data where got. The researcher uses a video of a news program broadcasted by an anchorman named Lester Holt as the data source.

C. **Technique of Data collection**

Technique of data collection in this research is documentary. It is a technique to collect data from transcripts, books, magazines, newspapers, and script. The researcher gets the data by reading the transcript of the utterance by Lester Holt as a news anchor, select the proper data which includes rhetorical figures. Then, the data of this research are collected by following steps in qualitative. First, the researcher searched the video from YouTube and then downloaded it. Second, the researcher searched the transcription of the video. Third, the researcher read the transcript to get understanding of the data. Fourth, the researcher identified the text in transcript to select the data based on the theory. Fifth, the researcher analyzed the selected data. Sixth, the researcher classified the relevant data based on the types of rhetorical figures.

D. Technique of Data Verification

       To gain the credibility and dependability of qualitative data, it can be done through triangulation. According to Patton (1999) triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena. In this research the researcher using expert validation, expert verification, and expert evaluation. The expert in this research is the researcher's thesis advisor as an English Lecturer. She is an expert in comprehending the theories carried by the researcher. Expert validation concerns the expert in checking the data collected by the researcher is right for the research. Expert verification means that experts determine the data quality such as well, good, or high quality to use as data for the research. Then, expert evaluation means experts evaluate the data and make a conclusion that data is acceptable for research purposes.

E. Data Analysis

       Bogdan and Biklen stated that data analysis is a process whereby the researcher systematically searches, organize and arrange the data in order to increase their understanding of the data and to enable them to present what they learned to others (Moleong, 2011:248). The researcher used some steps in analyzing the data based on the research question.

Here are the steps as follow:

1. After collecting the data from the video, the researcher reread to get a deep understanding of the text in the transcript.

2. The researcher identified and selected the data based on the objective of the research.

3. The researcher classified the data by tagging the data based on the types of rhetorical figures.

4. The researcher reread the analysis of the data to make sure the analysis is correct.

5. The researcher concluded this research based on the result.