

CHAPTER III

RESEARCH METHOD

In this chapter researcher presents the research methodology. That is the methodological activities concern with the Research Design, Data and Data Source, Data Collection, Credibility and Dependability, and the last is Data Analysis and Interpretation.

A. Research Design

Research is applying current scientific approach to study a problem, it is a way to acquire dependable and useful information. The purpose is to discover then answer to meaningful question through the application of scient procedure or to reach the goal to the research. However, to reach that goal a suitable research design must have been arranged.

“Three main purposes of research are to describe, explain, and validate findings. Description emerges following creative exploration, and serves to organize the findings in order to fit them with explanations, and then test or validate those explanations (Kratwohl, 1993)”

When constructing a building there is no point ordering materials or setting critical dates for completion of project stages until we know what sort of building is being constructed. The first decision is whether we need a high rise

office building, a factory for manufacturing machinery, a school, a residential home or an apartment block. Until this is done we cannot sketch a plan, obtain permits, work out a work schedule or order materials. A research design is not just a work plan. A work plan details what has to be done to complete the project but the work plan will flow from the project's research design. The function of a research design is to ensure that the evidence obtained enables us to answer the initial question as unambiguously as possible. Obtaining relevant evidence entails specifying the type of evidence needed to answer the research question, to test a theory, to evaluate a programme or to accurately describe some phenomenon. In other words, when designing research we need to ask: given this research question (or theory), what type of evidence is needed to answer the question (or test the theory) in a convincing way? While a research design is a strategy to arrange the setting of the research in order to get valid data that are suitable to all variable characteristic and the objectives of research. Based on the source of data, this study was categorized as library research. Library research is a study to solve the problem by finding out the answer of the proposed research questions taken from printed materials. The design of this study is library study that tends to be a qualitative research that describe and analyzed text. This research will be get the result in descriptive data and tend to be descriptive qualitative.

Existing records often provide insights into a setting and/or group of people that cannot be observed or noted in another way. This information can be found in document form. Lincoln and Guba (1985) defined a document as “any written or recorded material” not prepared for the purposes of the evaluation or at

the request of the inquirer. Documents can be divided into two major categories: public records, and personal documents (Guba and Lincoln, 1981). Public records are materials created and kept for the purpose of “attesting to an event or providing an accounting” (Lincoln and Guba, 1985). Public records can be collected from outside (external) or within (internal) the setting in which the evaluation is taking place. Examples of external records are census and vital statistics reports, county office records, newspaper archives, and local business records that can assist an evaluator in gathering information about the larger community and relevant trends. Such materials can be helpful in better understanding the project participants and making comparisons among groups/communities.

B. Data and Data Source

In this study the researcher tried to analyze the selected songs by Songs using some theories about discourse analysis and also critical discourse analysis. The songs will be transcribe to the written text. Due to the fact that data is the form of the text so the analysis will called documentary analysis. The data source itself come from some selected dangdut song that was written by ??????????????????????????????????????

In this study the researcher try to analyze the linguistics features and discursive techniques employed to manipulated women underpinned by selected beauty product advertisement through theories of CDA. Due to the fact that data is the transcribe of the video from Youtube and television. So the analysis will called

documentary analysis. The data source itself come from television and cyber media.

C. Data Collection

Ary (1979: 4) defines research as the application of the scientific approach to the study of a problem, it is a way to acquire dependable and useful information. It's purpose is to discover answer to meaningful question through the application of science procedure. To apply it, a suitable research design must have been arranged.

The design of the research is intended to be library research. Here, the researcher will collect the data using documentation technique by documenting selected contemporary Dangdut Songs. The song will be transcrib selected song by listening it first. The researcher will listen selected song then will transcribing it in the form of written text becuse the data that will analyze is in the form of written text.

Here, the resercher collect the data using documentation technique by documenting selected beauty product advertisement. Researcher can find some transcribe sample that naccessery in the www.youtube.com and television.

D. Credibility and Dependability

There is the way of assuring the validity of the research in qualitative research; through the use of a variety of methods to collect data on the same topic, which involves different types of samples as well as methods of data

collection. It called Triangulation. It means using more than one method to collect data on the same topic.

However, the purpose of triangulation is not necessarily to cross-validate data but rather to capture different dimensions of the same phenomenon. In triangulation we can use more than one method to understand the phenomena very well .There are different methods in triangulation like Investigator triangulation, theory triangulation, methodological triangulation, environmental triangulation all have different purpose to check the validity and see the difference of opinion about the phenomena.

In this case the researcher will use data triangulation. Here, the researcher will conduct data from more than one sample.

E. Data Analysis and Interpretation

Analyzing the data by organizing the data is the first step of qualitative inquiry. The data here is the transcript of selected Dangdut Songs. First the researcher will be transcribing then analyze it. In qualitative research the final activities is analyze, presenting the data then interpretation of the data collection. Data analysis is a process whereby researcher systematically search or arrange the data in order to answer the question in research problem.

Analyzing the data by organizing the data is the first step of qualitative inquiry. The data here is thetranscribe of beauty product advertisement from video. First the researcher select some beauty product advertisementsthen analyze it. In qualitative research the final activities is analyze, interpretation of the data

collection and also presenting the data. Data analysis is a process whereby researcher systematically search or arrange the data in order to answer the question in research problem.

This research is divide into two step of analysis, first is stage of micro linguistics and macrolinguistics. In microlinguistics level resercher only analyze the data by repetition and also preference which

The following steps provide an effective strategy for conducting efficient and accurate library research. Please read through the seven steps and take note of the research tips at the bottom of the page.

1. SELECT AND IDENTIFY YOUR TOPIC

After you have selected a topic, identify the keywords or terms which describe your topic. A helpful way to do this is to state your topic in the form of a question.

Example Topic in Psychology: Explore the relationship between altruism and genetically inherited behaviors.

Example Question: Is altruism a genetically inherited trait?

Example Keywords: Altruism, Heredity, Genetics

2. FIND BACKGROUND INFORMATION

Once you have identified the key terms or subjects for your topic, look for them in a general encyclopedia, textbook, subject encyclopedia, or subject glossary. Look for definitions and background information. Are your terms

accurate? Remember to check all sources for bibliographies and additional references.

Example: Altruism is defined in the *Encyclopedia of Psychology* as a subset of Prosocial Behaviors. Related terms include charitable behavior, assistance, and sharing.

Example Keywords (Refined): Altruism, Charitable Behavior, Genetics, Behavioral Genetics, Assistance, Sharing

3. USE CATALOGS TO FIND BOOKS

Consult the online catalog and conduct a subject search for your topic. If no subject entry exists, try a subject keyword search. If no clear subject heading exists for your topic, try a keyword title search. Once you find appropriate materials, note their location, circulation status, and assigned subject headings.

Example: A subject search for altruism on the online catalog reveals that the library owns 28 items under the main subject heading of Altruism. Further subject breakdowns reveal that the library owns a number of related materials under the sub-headings of Charity, Conduct of Life, Helping Behavior, and Altruism - Case Studies.

4. USE ELECTRONIC INDEXES TO FIND PERIODICAL ARTICLES

Consult periodical indexes to find article citations on your topic. Some electronic citations will include the full-text of the article. Remember, many indexes are accessible both in the library, and through the campus network.

Example: A search of the *PsychINFO Plus Text* database reveals 62 journal articles relating to altruism and genetics.

5. FIND INTERNET RESOURCES

Consult "Search the World Wide Web" at the bottom of the STL Web Page for tips on how and where to search the Internet for your topic.

Example: A search for the terms "altruism and genetics" on the search engine *Google* reveals 6,590 web sites relating to the topic.

6. EVALUATE WHAT YOU FIND

Evaluate the authority and quality of the materials you have located. Consider the author, publisher, and date of each resource. Is the material biased? Is it comprehensive? Who is the intended audience? Is the material of scholarly value?

Example: A research study sponsored and funded by the *Behavior Genetics Association* is more reliable than an independent experiment conducted by a graduate student in behavioral psychology.

7. CITE WHAT YOU FIND USING A STANDARD FORMAT

Select a style manual and be sure to correctly format your citations for both print and electronic resources.

Example: Use the *APA (American Psychological Association)* format to cite your resources and compile an informative bibliography.