CHAPTER III

RESEARCH METHOD

This chapter presents the method in conducting the research namely: research design, data and data sources, method of collecting data and instrument, trustworthiness of the data, data analysis and interpretation. The research method is important to make up our frame of thinking.

A. Research Design

This part explains about the research approach and design used in conducting this research. Research is the activity of finding information about something that researcher is interested in or need to know about. Ary (2010:16) said that scientific research is the application of the scientific approach to study a problem. It is a way to acquire dependable and useful information. The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem as unambiguously as possible.

In addition, the research design in this research was library research that described and analyzed deixis types and the function and references of kinds of deixis found in Hillary Clinton's speech text supported by Yule and Levinson theory. Basically, the data of the study were collected from printed materials related in deixis. This research used qualitative approach in which

41

the data were analyzed in this research are texts, in the form of utterances. Presented by Lodico (2006:15) "Qualitative research approaches collect data through observation, interviews, document analysis and summarize the findings primarily through narrative or verbal means."

This research also belonged to descriptive study. In this study the researcher described deixis type found in Hillary Clinton speech text and the function and reference of the kinds of deixis found in Hillary Clinton's speech text.

B. Data and Data Sources

Data become the most important part of this research in which the researcher analyzed to answer the question. Lodico (2006:66) say that "Data are any type of information collected for use in educational research or assessment." The data of the research was Hillary Clinton's speech texts that the sentences containing deixis type theory, those are: person deixis, temporal deixis, and spatial deixis.

The researcher used primary and secondary data sources. The primary data source in this research is the text of Hillary Clinton's speech at a Campaign event the National Building Museum in Washington, accessed on http://edition.cnn.com/2008/POLITICS/06/07/clinton.speech/index.html?iref =nextin on December 2nd, 2014. The speech was delivered by Hillary Clinton at a Campaign event at the National Building Museum in Washington. According to Lofland in Moleong (2011: 157) primary data source in

qualitative research are the words and actions, the rest is additional data such as documents and others. And then the secondary data source was got from any sources data that support this study. The materials are about Hillary Clinton's speech texts and also the theory of deixis and the other data in the some books or internet, which supported the study.

C. Method of Collecting Data

To collect data, the researcher uses documentation method. Refers to Shamsuddin & Damaianti (2011: 108) say that "Documentation method used to collect data from non-human sources. These sources consist of documents and records." In this research, a method used to collect the data based on text of speech taken by downloading from internet.

There are several reasons why researchers use this source. First, the source is always available and cheap (in terms of time consumption). Second, records and documents are stable resources, both reflect the truth in the situation that occurred in the past and can be analyzed returned unchanged. The steps of collecting data in this research were:

1. The researcher reading the text of Hillary Clinton's speech at a campaign event.

2. The researcher checked the data by reading the finding meaning of the speech with the purpose of the research.

3. The researcher identified the sentences based on the three types of deixis, supported by Levinson and Yule's theory.

D. Credibility and Dependability

The term credibility in qualitative research is similar to internal validity in quantitative research. Ludico (2006:273) say that "Credibility refers to whether the participants' perceptions of the setting or events match up with the researcher's portrayal of them in the research report." In other word, the researcher accurately represented what the participants think, feel, and do and the processes that influence their thoughts, feelings, and actions. Credibility parallels the criteria of validity, including both validity of measure and internal validity in quantitative research, although qualitative research does not discuss extraneous variables in the assessment of credibility. Rather, they look at whether the researcher setting and participants.

In this research, the researcher reread the data source seriously. The researcher read more than once in analyzing data to understanding the content of speech and to identification the words or sentences that indicated as deixis types, such: person deixis (first person, second person, third person), spatial/ place deixis, temporal/ time deixis, discourse deixis and social deixis. Beside doing reread the text, to the trustworthiness of the data was also checked by the use of theoretical triangulation. In this research, the data of deixis were supported by the use of two theories of deixis purposed by Yule (1996) covering deixis of person, spatial/place, temporal/time and Levinson (1983) consisting of deixis of person, place, time, discourse, and social. The data related to deixis of person, place and

time in this research were theoretically triangulated for they are supported by the theory purposed by both Yule and Levinson. On the other hand the data related to of discourse and social deixis were not triangulation theoretically for they were supported only by using one theory purposed by Levinson. Moreover, beside reread seriously and using triangulation, the researcher also discusses the finding with her advisor to reach the credibility the data.

Lodico (2006:275) states that "Dependability is a criterion for qualitative research that parallels reliability, although it is not assessed through statistical procedures." Dependability refers to whether one can track the procedures and processes used to collect and interpret the data. Good qualitative studies will provide detailed explanations of how the data are collected and analyzed. Dependability is often the difference between an experiential report that simply summarizes a researcher's conclusions and an empirical, research-based qualitative study that includes a thorough explanation of methods.

In this research, the researcher read the text of Hillary Clinton's speech, and then classified data based on deixis types theory. And then the researcher's advisor audited the whole steps of conducting this research to make sure that the data were dependable.

E. Data Analysis and Interpretation

Data analysis is important step in a part of the research, because its aim to examine the validity and reliability of the data collective. Bogdan & Biklen in Moleong (2011:248) states that "Analysis involves working with data, organizing them, breaking them into manageable units, synthesizing them, searching for patterns, discovering what is important and what is to be learned and deciding what you will tell others". Therefore by using data analysis, it was easier for the researcher in writing report. Miles and Huberman (1992:16) considered that analysis in qualitative research is divided into three steps occurring together, they are data reduction or selection, data presentation or display, and data summarizing or conclusion drawing. In this research, the data were analyzed through the following steps:

1. Data reduction

According to Miles and Huberman (1992:16) data reduction is the process of selection, concerning, abstraction, and transformation of rough data appeared from notes written in the field. From the activities done in collecting the data, the rough data were selected based on the formulation of research problems. After reared Hillary Clinton's speech text, the researcher found and selected data that the most of sentences or words have deixis types.

2. Data Presentation/Display

After the data is reduced, then the next step is to display data. Miles and Huberman (1992:19) bounded a presentation as a group of

arranged information giving possibility of summarizing and taking action. The researcher presented the data in description, which showed in the form of table in Appendix, to make easy to understand the readers. The following steps were conducted by the researcher in presenting data:

a. Grouping the data into five types of deixis, such: person deixis (first person, second person, third person), spatial/place deixis, temporal/time deixis, discourse deixis and social deixis.

b. Analyzing the data including the five types of deixis based on function and references of the kinds of deixis found.

3. Data summarizing/conclusion drawing

Data summarizing is one of the important step in this study. This is a way to know the result of the study. Here, the researcher make conclusion after completely identifying the types of deixis and analysis the function and references of the kinds of deixis found in Hillary Clinton's speech text.