CHAPTER III

RESEARCH METHOD

This chapter discuss about the method that used in conducting the research are followed: research design, data and data source, technique of data collection, technique of data verification, and also data analysis. The research method is very important to set up the framework of this research and in analyzing the data.

A. Research Design

Basically there two kinds of research design those are qualitative and quantitative research. The data resulted from qualitative research is in the form of words or statement, in other hand the data resulted from quantitative data is in the form of numbers and statistic.

In this research, the researcher analyzes the data using descriptive qualitative approach. Mack (2005:1) states that qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts in particular populations. She also explain that analytical objectives of qualitative research are to describe variation, to describe and explain relationships, to describe individual experiences, and to describe group norms. Moreover, according to Lodico (2010:143) qualitative research has few characteristics. Some of them are: studies in qualitative method are carried out in naturalistic settings, in qualitative the researchers ask broad research question designed

to explore, interpret, or understand the social context, and the study data report is in narrative form or using words rather than numbers.

Based on the explanation above, this research uses qualitative data approach because the data resulted from research problems are in the form of texts or statements. Next, descriptive research is chosen because based on the research problem, the objective of this research is to describe the variation deixis used by President Barack Obama in The Second Presidential Election Debate versus Governor Mitt Romney in 2012.

B. Data And Data Source

In this research, the researcher tries to analyze the types of deixis in President Barack Obama debate speech in his Second Presidential Election Debate versus Governor Mitt Romney in 2012. So, the data used in this research is the sentences contained types of deixis based on three traditional types explained by Levinson, those are person deixis, place deixis, and time deixis. To know the real context, the data used in this research is the kind of primary data because the data is in the form of video that recorded based on the real situation on October 16th, 2012, although it downloaded from internet as the public facility. And to support in analyzing the data, the researcher also uses the supporting data in the form of transcript of The Second Presidential Election Debate between President Barack Obama versus Governor Mitt Romney in 2012. As known, the video is taken from

http://youtube.com, while the transcript is taken from http://abcnews.go.com.

C. Technique Of Data Collection

To collect the data, the researcher uses documentation method that is based on the transcript and also the video taken from internet. According to Ary (2010:442), Qualitative researchers may use written documents or other artifacts to gain an understanding of the phenomenon under study. Additionally, he also explain that documents may be such kind of personal, such as autobiographies, diaries, and letters; official, such as files, reports, memoranda, or minutes; or documents of popular culture, such as books, films, and videos.

The technique that used to collect the data in this research is based on some steps, they are:

1. Watching the video of The Second Presidential Election Debate between President Barack Obama versus Governor Mitt Romney in year 2012.

2. Understanding the context and checked the data based on transcription.

3. Selecting the deixis that can be found in The Second Presidential Election debate between President Barack Obama versus Governor Mitt Romney in year 2012.

4. Analyzing and interpret the referent or meaning of the data found based on three categories of deixis.

D. Technique Of Data Verification

Technique of data verification is the important part in every research. It is used to make sure the data is valid and can be trusted or not. In this research, the researcher using triangulation to check the validity of the data. Triangulation is the process of strengthening the finding by cross-checking the information. According to Miles and Huberman (1994:266), triangulation is supposed to support a finding by showing that independent measures of it agree with it, or at least, do not contradict it. Moreover, Miles also explain that triangulation can be identified as follows: (1) triangulation of data source, (2) methodological triangulation, (3) researcher or investigator triangulation, and (4) theoretical triangulation.

The triangulation of data source can be done by using some data resources with different situations and circumstances such as the data that taken from the different people, time or different places. The methodological triangulation can be done by using the finding from the research that using the different methods. Research or investigator triangulation can be done by engaging some different researchers to analysis the data. And the last is theoretical triangulation that can be done by using some theories related to the research in analyzing the data.

Based on those theory, the researcher uses 'theoretical triangulation' or 'triangulation of theory' as the type which is appropriate to be applied in this research. In this case, the researcher uses more than one theory framework in interpreting the data. The theory selected by the researcher are the theories proposed by Stephen C. Levinson, George Yule, Peter Grundy, and also Singo Imai.

E. Data Analysis

Data analysis is the important step of every research. According to Lodico et al. (2010:165), in all qualitative research, data analysis and interpretation are continuous throughout the study, so that insights gained in initial data analysis can guide future data collection. In addition according to Ary (2010:32), a qualitative researcher must organize and categorize or code the large mass of data so that they can be described and interpreted. He also explain that the data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted.

According to Miles and Huberman (1994:10), analysis can be define as consisting as three current flows of activity that is data reduction, data display, and conclusion drawing/verification. In this research, the researcher

use Miles and Huberman's theory in analyzing the data, so there are three steps to do, they are:

1. **Data Reduction**

    Data reduction become the first steps to do in analyzing the data in this research. According to Miles (1994:10), data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data in written up field note or transcript. In this research the data is in the form of video and transcription of The Second Presidential Election Debate between President Barack Obama versus Governor Mitt Romney in 2012. Based on Miles theory, in this step the researcher firstly analyzing the data by watching the debate video, listen carefully and checking the data by reading the transcription to see the context. Next, the researcher selecting the sentences or utterances of President Barack Obama which contains the deixis to be analyzed. After that, the researcher categorizes the data based on three traditional categories of deixis, those are person deixis, place deixis, and time deixis. The researcher also takes some notes related to the theory and deixis found in the transcription of Second Presidential Debate between President Barack Obama versus Governor Mitt Romney in 2012 and also makes summaries to make easy in analyzing the data and continuing the next steps.

2. Data Display

The second steps data display. According to Miles (1994:11), generally a display is an organized, compressed assembly of information that permits conclusion drawing and action. In this step, the researcher shows or displays the data which is contains the deixis, not only as generally but specifically and clearly. The researcher shows which sentences or utterances contains deixis, what categories of deixis in those sentence, why is it categorized as its category of deixis, and then extract the meaning of the deixis found in President Barack Obama debate speech in The Second Presidential Election Debate versus Governor Mitt Romney in 2012.

3. Conclusion Drawing

After finished doing data reduction and data display, the last steps to analyze the data in this research is drawing conclusion. According to Miles (1994:11), final conclusion may not appear until data collection is over, depending on the size of the corpus of field notes; coding storage and retrieval methods of the funding agency, but they often have been prefigured from the beginning even when a researcher claims to have been proceeding inductively. In this step the researcher concludes the result of the research based on the research problems and deixis theory that are used.