CHAPTER III

RESEARCH METHOD

In this part, the writer introduces the research method. It describes Research Approach, Data, Data Sources, Instruments, Data Collection, Data Analysis, and Research Time Frame.

A. Research Design

In this research, the writer uses descriptive-qualitative method. This research has purpose to give explanation that there is sign consist of signifier and signified, denotation and connotation in meme *Troll Football*. Descriptive method is the method which is used to find the elements, criterions, and the characteristics of phenomenon (Suryana, 2010: 16). This method is started from collecting, analyzing, and interpreting the data. The implementation of descriptive method is done by: survey technique, case study, comparative study, time and motion study, behavior analysis, and documentary analysis.

Research approach of this research is qualitative research. Bogdan and Taylor (in Moleong, 2007: 4) defines that qualitative method as the procedure of the research which produces descriptive data in the form of written texts or people spoken and the behavior which can be analyzed for. A research about meme *Troll Football* which do not use quantity statistics is a qualitative research. Arikunto (1998: 193) states that this qualitative research tries to

explain the data using words or sentence which is separated into some categorizes to get the conclusion.

B. Technique of Data Collection

1. Instrument

Instrument of the research is the tool which is used to collect the data of the research. The instrument of this research is the writer. Johnson and Christensen (2004: 33) state that in qualitative research, the writer is the instrument of data collection. It means that the writer is involved collecting, analyzing, and describing the data.

2. Data

This research is documentation analysis which consists of the text. Therefore, the present research, the data is all of the utterances (words, phrase, sentence, or expression) which contain of Semiotics. It is taken from primary data source.

3. Data Source

The data source is divided into two categories; primary data and secondary data.

a. Primary Data

According to Sugiyono (2012: 225), the primary data is data source which is got by the writer directly. This primary source can be

interview result which is done by the writer. Besides that, the writer does a field observation and collects the data in a form of note about situation and case around the object of the research.

The primary data is all content of meme *Troll Football* which consists of written text and visual effect.

b. Secondary Data

Secondary data is the data source which does not give information directly to the writer. Secondary data source can be further processing results from primary data which is presented in other form (Sugiyono, 2012:225). This data is used to support the information of primary data which is got by doing interview or direct field observation. The secondary data can be books, other research, journals and some references that can support analyzing process.

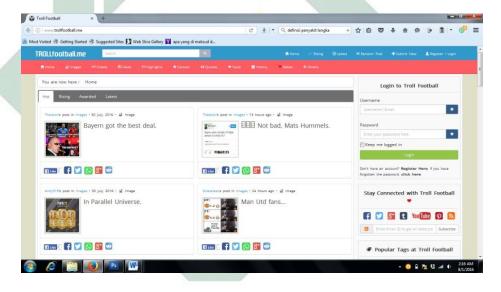
4. Data Collection

There are a lot of ways to collect the data; those are using test, doing interview, doing observation, doing a graduated scale and taking documentation (Arikunto in Triandjojo, 2008: 59). In this research, the writer uses data which is taken from *Troll Football* post. Therefore, the chosen method is documentation method. Documentation method is a method that is used to find some notes, transcripts, books, newspapers, magazines, and other.

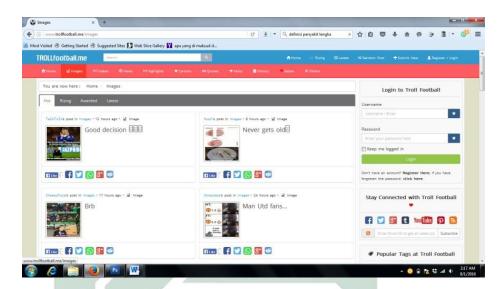
Data collection in this research uses taking note and doing observation technique. Taking note is done by noting words, sentence, and images which shows on meme *Troll Football* post on August 2015 to July 2016 that have sign and denotative-connotative meaning.

To collect the data from the data sources, the writer has the steps as follows.

a. The writer accesses on *Troll Football*'s website on *TrollFootball.me* to choose meme to be analyzed.



b. After accessing the website, the writer clicks the word *image* so that the website address changes from *trollfootball.me* to be *trollfootball.me/images*.



c. After clicking the word *image* and the website link change, the writer clicks the word *latest* until the link changes to be *trollfootball.me/image/latest*. The writers choose it to find the newest meme which is posted on the website.



d. The writer chooses meme *Troll Football* posted on August 2015 to July 2016. In that season, the writer chooses the data base on social, religion, information technology, entertainment, politic, and economy. Then, the writer documents the written text containing on meme from *Troll*

Football website by doing the screen capture and backup the meme Troll Football into print out media.

C. Data Analysis

After collecting the data, all data collected are examined by the writer. Data analysis uses descriptive-qualitative describing all data collected during analysis process. Miles and Huberman in Sugiyono (2012: 246) gives explanation that in analyzing qualitative data the writer can be through some steps; data reduction, display data, and verification.

1. Data Reduction

Reducing means summarizing, the writer chooses the key point then finding its theme and pattern (Sugiyono, 2012: 247). In this step, the writer sorting which information is relevant and which information is not relevant with the research. The writer identifies the written text in meme *Troll Football* post as the data which indicates in the research problems.

After collecting data is done by the writer, the writer reduces some data from 8.950 post to some categories to make easy in analyzing process. The writer divides into seven categories; those are social, religion, information technology, entertainment, politic, and economy. After dividing categories, the writer creates table to be fulfilled according to its category.

Category	Meme
Social	

Religion	
Information technology	
Entertainment	
Politic	
Economy	

2. Display Data

After doing data reduction, the next step is display data. Data which is presented in table and some explanations. This data is arranged to give verification and taking action. As for the commonly form used in previous qualitative data is in the form of narrative text.



Taken from: trollfootball.me

Denotative meaning

A picture which consists of United Kingdom's flag which is put Arsene Wenger's photo in the center and it is supported by the written text SOCCER? DON'T YOU MEAN FOOTBALL?

Connotative meaning

The written text in meme above is talking about naming in one sport. The key words of the written text are *soccer* and *Football*. Both words actually refer to the same sport, but it has a different style—American and British style. In British uses *football*, so that's why in the background of the meme use UK's flag and America uses *soccer* because in America, they have their own sports namely Football America which is totally different with football in British or Europe.

Arsene Wenger's photo in the center of meme means insulting expression. Arsene Wenger is Arsenal coach which often brings Arsenal finished in 4th position in table classmen. Arsenal finish in 4th position seven times since 1993 and six times was brought by Arsene Wenger. So that's why Arsenal often associated with number 4.

This post is talking about meme *Troll Football* fans page on Facebook has got four million likes.

3. Verification

The final step of data processing is verification. After presenting data which becomes object of the research, verification is done to look back the data reduction or display data so the conclusion which is taken is still on the track.