CHAPTER III

METHOD OF STUDY

In this part the writer would like to explain a methods that used to analyze the data. In this research the writer used qualitative method. This part were includes of Research Method, Instrument, Data and Data Sources, Data Collection and data analysis.

3.1 Research Method

As Seliger and Shohamy (Litosseliti, 2010), suggest that research methods and techniques adopted in any research project depend upon the question and the focus of the researcher (p.31). It means the choosing of method is depended on our research problems and the focus of our research discussion.

Every research needed some steps that were usually called by process. As Sarwono (2006) states that qualitative research content of some key words such as; process, understanding, complicities, interaction and human (p.193). Therefore, when we would to do the qualitative research we had to do some process such as understanding well the research problems and the complicities of the problem itself. Not only that, interaction and human is also being important focus when we wanted to analyze problem in the society.

According to Litosseliti (2010) qualitative approaches are particularly valuable in providing in depth, rich data (p.31). Every method must have different

advantages and weakness. In qualitative approach the advantages could help the writers to do research deeper and got richer data to support their study.

Nurhidayani (2013) states qualitative method is one method used by researchers in the social sciences, with an emphasis on the uniqueness of human researcher objects or social phenomena that cannot be analyzed with statistical methods (cited on http://yaniqiute.wordpress.com/2013/04/12/metode-penelitian-kualitatif/). It means that the qualitative method matched to analyzing in the social part. The phenomenon of choosing a language in communication was a social phenomenon that can be analyzed with this method.

Based on some descriptions about qualitative method above, the writer decided to use qualitative method in his research. Because the writer thought that this method was suitable with his research. As we know that this research focused in the human language in society, so the qualitative method was suitable with this study.

3.2 Data Instrument

In this research, the writer is an instrument of the research or as the subject who is collecting, reading, and analyzing the data from some of refference books, marking the words which are found in three different edition of magazines.

3.3 Data

The data was something that would be analyzed by the writer. The data in this study included of words in quote or sentence in each music section. The data are borrowing word used in HAI magazine. The data took from a few editon selection that contained english borrowing word.

3.4 Data Sources

Data is recording or illustration or information about something or fact (Jusuf Soewadji: 2012). Data is the material itself. The source of Data of this thesis is HAI magazine. The data which is taken from the "HAI" magazine in Music section. There are three editions which be studied and analyzed in this thesis. These editions are started 2-8 December 2013; 23-29 December 2013; 2-8 February 2015.

There are The data are 164 words from edition of 2-8 December 2013, 124 words from edition of 23-29 December 2013, 172 words from edition 2-8 February 2015. The writer took 25 words that often mentioned each edition above.

3.5 Data collections

The writer collected data from edition started 2-8 December 2013; 23-29 December 2013; and 2-8 February 2015. Before the writer collected the data, the writer choose three edition of HAI magazine.

3.6 Data Analysis

Analysis is starting by:

- Prepare and determining three edition of HAI magazine that used to research.
- 2. Find out english borrowing word in HAI magazine for music section each edition.
- 3. Make two sentences based on the words found on the HAI magazine. First sentence is Indonesian quote sentence taken from music section of HAI magazine itself. Second sentence is English sentence has same word with the founding word.
- 4. Analyzing the data with searching comparison word in Kamus Besar Bahasa Indonesia and Oxford Dictionary.
- 5. Classifying the data by categorizing based on the kinds of borrowing (loanshift, loanblend, and loanword) and meaning changing (extention of meaning, narrowing of meaning and no changing of meaning).

These are twenty five english borrowing word in music section of HAI magazine which are presented by alphabetical order in this analysis the writer also want to divide into two kinds of meaning. First is borrowing with no cange meaning and second is borrowing words with change of meaning.