Chapter III

This chapter present method of the study implemented in present study in order to convey a clear idea about the methodological aspect employed. It consist of the research approach, technique of data collection, data sources and data, instrument, procedure, and technique of data analysis.

3.1 Research Design

According to Cohen (1980), explains that defined as social research that employs empirical methods and empirical statements. He states that an empirical statement is defined as a descriptive statement about what "is" the case in the "real world" rather than what "ought" to be the case. Typica ly, empirical statements are expressed in numerical terms, another factor in quantitative research is that empirical evaluations are applied. Empirical evaluations are defined as a form that seeks to determine the degree to which a specific program or policy empirically fulfills or does not fulfill a particular standard or nom.

Moreover, Creswell (1994) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

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In quantitative research collect numerical data. It is closely related to the latter part of the definition based analysis using mathematical methods. In order to use mathematical methods based on the data we need in numeric form.

3.2 Data and Sources of Data

The sources of the data in this study were taken from some speech from jokowi during become a president 2014-2016. Some of this speech can be from a few videos taken from YouTube. The data source is the speech of jokowi containing different types of meaning contained in the speech's content, context and message that can be taken or can be understood by the public. Data were taken for analysis of 15 videos each a minimum duration of 20 minutes.

3.3 Instruments

The instrument of this study is the researchers themselves, because he will be the one who manages the process of data collection and data analysis. Data will take by video obtained from YouTube. And researchers will transcribe all the speeches uttered by jokowi when speech.

3.4 Data Collection

The Data in this research will be taken from the roomates Consist of words, phrases and sentences that Expressed by jokowi when speech. The researcher will apply several procedures to collect the data. First, researchers will select a few sentences Containing meaning or message from some of these videos. Second, the researcher will transcribe by attaching transcripts.

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3.2 Data Analysis

After collecting the data, researcher will conduct saveral activities for data analysis.

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