CHAPTER III

METHOD OF THE STUDY

This chapter discusses about the methodology of the research. This chapter consists of research design, the role of the researcher, research instrument, subject of the research, data and data source, data collection, and data analysis.

3.1 Research Design

This present research is focused on the language function used by Hillary Clinton in The Presidential Debates of United State of America in 2016. In addition, the purpose of this research is to identify the kinds of language function and the meaning behind language function that used by Hillary Clinton.in presidential debates.

The researcher used Roman Jakobson's (1960) theory about language function to identified the utterances, word, sentences that been used by Hillary Clinton in The Presidential Debates of United State of America in 2016. This research used the qualitative research to analyze the data since the data are in the form of words not numbers. According to Strauss (1990, p.17) qualitative research is a kind of research that produces finding not arrived by means of statistical procedures or other means of quantification and maybe quantified with census data but the analysis itself is a qualitative one. The researcher used qualitative research to descriptive data it the form of written text or oral text. Qualitative research also is one of methods that appropriate for analyzing data and

21

interpreting its meaning. Qualitative research is method that usually applied to verbal data such as interview transcripts, books, newspapers, articles, and others.

3.2. Research Instrument

There are three instruments that used in this research. The first instrument is a human because the researcher became the one who collected the data and analyzed the data. According to Bogdan and Biklen (1982, p.27), qualitative research has the natural setting as the direct source of data and the researcher is the key instrument. Lincoln and Guba (1981, p.236), the instrument of choice in naturalistic inquiry is the human, we shall see that other forms of instrumentation may be used in later phases of the inquiry, but the human is the initial and continuing mainstay. From this statement, we can know that the researcher is the key instrument because the researcher collected, identified and analyzed the data and we called as human instrument. The second instrument is notebook as a tool to download the transcript and video about The Presidential Debates in 2016 between Donald Trump and Hillary Clinton. The third instrument is book to collect some references.

3.3. Data and data sources

The data sources of this research are take several The Presidential Debates of United State of America. The researcher took three debates, they are; the first Presidential Debate at Hofstra University in Hempstead, New York on September 26, 2016. The second Presidential Debate at Washington University in St. Louis, Missouri on October 9, 2016. The third Presidential Debate at the University of

Nevada in Las Vegas on October 19, 2016. The researcher got the transcripts as the data on http://www.presidency.ucsb.edu/ws/index.php?pid=11903. The first transcript is 25 pages. The second transcript is 22 pages. The third transcript is 24 pages. Thus, the total of the transcripts is 71 pages.

3.4 Technique of Data collection

The data were collected from The Presidential Debates of United State of America in 2016 by Hillary Clinton. All of the data are the utterances, words, and sentences that contain language functions based on Jakobson's theory as found in this three debates. The researcher collects the data by several steps below:

1. The researcher search on youtube and downloaded the videos The Presidential Debates of United State of America in 2016.

2. After found the video, the researcher downloaded the transcript of The Presidential Debates of United State of America in 2016.

3. The researcher watched the video while read the script and take some notes to construct the analysis based on the data obtained.

4. Then, the researcher selected the data, identified, and underlined the data into the kinds of language function in The Presidential Debates of United State of America in 2016 by Hillary Clinton based on the Jakobson's theory in order to get the answers of the research problems.

3.5 Data Analysis

The researcher used some step to analyze the data, as these following steps:

1. Identifying

The researcher identified the data, which are collected from conversations by Hillary Clinton in The Presidential Debates of United State of America in 2016. The researcher identified the utterances that containing the kinds of language function used Jakobson's theory. The process to identify the data, the researcher make easier analyzed by giving underline every utterance and gives code to make easier analyzed the data.

The kinds of Language Function:

EF = Emotive Function

PoF = Poetic Function

CF = Conative Function

RF = Referential Function

PhF = Phatic Function

MF = Metalinguistic Function

2. Classifying

The researcher classified and categorized the utterances produced used by Hillary Clinton as the data into table form based on Jakobson's theory, to make the data easy to understand by the reader.

Sample Table of Language Function used by Hillary Clinton

No.	Sentences	EF	CF	PF	PoF	RF	MF

3. Determining and calculating

After identified and classified, the researcher make a table to determine the total and calculated the percentage for kinds of language function which produced by Hillary Clinton in debate. Then, the researcher counted the frequency kinds of language function by Hillary Clinton.

No.	Language Function	Frequency
1.	Emotive	
2.	Conative	
3.	Phatic	
4.	Poetic	
5.	Referential	
6.	Metalinguistic	

4. Interpret the data

After determined and calculated the data, the researcher interpreted the data, especially the kinds of language function based on Jakobson's theory.

5. Drawing conclusion

The last step of this research, the researcher drawn a conclusion from the result by interpreted the data to answer the research problem about the finding of kinds of language function used by Hillary Clinton based on Jakobson's theory.