CHAPTER III

RESEARCH METODOLOGY

In this chapter, the writer discussed method of the study. It described research design, instruments, data sources, data collection, and data analysis.

3.1 Research Design

The writer applied descriptive qualitative approach in her research. It was descriptive because she became the main instrument in conducting her research and also she would described the data in the form of language functions that the words served systematically and accurately in the utterances. And this research was qualitative because she investigated all utterences that used by Jokowi in JkwVlog.

1.1 3.2 Data and Data Sources

The data source of this research was taken from a video blog(vlog) . #Jkwvlog is a video blog that made by President Jokowi. The writer downloaded this video from https://www.youtube.com/playlist?list=PL5Rb3KzLrXztoCKUvx6ASvjkpaPVo5etx. The researcher choosed the vlog which are posted start from 26th September 2016 until 2nd July 2017. During the period, Jokowi posted any video in his channel. It is impossible to analyzed all of them. So, the

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researcher only chose 8 video about #jkwvlog. The researcher believed that 8 vlogs are sufficient to conduct this present study.

3.3 Research Instrument

The only research instrument of this present study was the researcher herself. This case is usually known as human instrument. Human instrumentwas applied because the collection andidentification of Jokowi utterances based on Jacobson theory were also collected and identified by the researcher. The researcher collected the data after watching the video. Then, another supporting instrument that used to gather the data of this research are books, internet and laptop.

3.4 Data Collection

The data were collected from Jokowi's vlog. All of the data are the words, phrases, even sentences which contain language functions based on the Jakobson's theory as found in Jokowi's vlog. The necessary steps of collecting the data are as follows:

1. The researcher selected vlog on Jokowi's youtube official channel.
2. The researcher transcribed the vlog into word for twice.
   - The researcher typing the word directly three times
     - Only typing
     - Correction of the lost word or sentences, because in the first the researcher only typing.

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- Completing all utterances.
- The researcher play the video and correction all utterances

3. The researcher make coding of language function to easy her analysis

NO	FUNCTION	CODE
1	REFERENTIAL	R
2	EMOTIVE	E
3	CONNATIVE	C
4	PHATIC	PH
5	METALINGUAL	M
6	POETIC	PO

4. The researcher gave underline into word or sentences that contained language functions and putting code in each utterance.
5. The researcher classified into 6 language functions.

1.5 Data Analysis

1. The researcher analyzed of Jokowi's utterance on vlog which were containing six language functions based on Jacobson's theory.
2. Used table that containe number data, utterances, time and code of language functions.
3. The researcher gave conclusion for the analysis.

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