CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the research approach, research instrument, data and data source, data collection and data analysis.

3.1. Reseach Approach

To explain how Ahok's peech can be known and understood well within textual and contextual, the writer use suitable tool, it is Critical Discourse Analysis (CDA). As far as we know that Ahok's speech has relation with the power and election of Jakarta governor which may analyze it by usig CDA dimensions. Therefore CDA concentrates to a particular situation and conditition, element and group behavior which involve power analysis and social change analysis (Renkema, 2004:282; Christie, 2002:8). However, the important thing of CDA, eventhough relates to power ideology by using language approach as unit of communication, but it makes efforts to develop theory of language (Wodak and Meyer, 2009:10). Meanwhile, Teun Van Djik (1993:249) does not focus CDA into language only, but he also limited CDA in social context and politic. Furthermore Fairclough (1995:24) uses the CDA concept within three-dimensional discrusive such as text, discursive practice and social practice.

Thus, to reveal the problem of Ahok's speech, the researcher must use suitable approach in order to make the study perfect. Hence, descriptive-

qualitative approach is suitable for the study which is able to explore and reveal the problem as well as possible. Descriptive research relates to some techniques to specify, delineate or describe happening phenomena naturally without manipulatingenvirontments or an artificially contrived treatment, so, it may include both qualitative and designs of experimental research (Seliger and Shohamy,2001:116, 124; Matsuda and Silva,2014:10).

Meanwhile, qualitative researchis phenomena study that comes from insider persepective, using interpretative framework and relates to social context with natural setting (Lapan, *et.al.*,2011:2). Therefore, the definition of qualitative research is a loosly defintion which obtain verbal data, visual, tactiel and other such as audio, video, pictures (1998:24). On other hand, Biklen and Bogdan (1992:21-22) define it as research procedure which produce descriptive data in form of verbal, non-verbal and people behavior whom are observed.

Thus, Ahok's speech is naturally able to be studied and observed by using descriptive-qualitative approach because it includes social phenomena and is able to be analyzed in textual and contextual study. Hence, this approach is expected capable of deep explanation and result about speech in textual and contextual perspective, and people behavior that relate to Ahok's speech.

3.2. Research Instrument

Based on the research approach, it can be understood that the primary instrument of study is human. Therefore, human being has main role to analyze

Ahok's speech and all related data. Of course, the primary instrument of study is the writer who has to gather and analyze every data.

Second instrument is going to be collected from internet, books, laptop which may produce and support the study to look for and collect informations that involve the study such as journal, theory and others. Furthermore, every informations and data is going to choose and analyze. Then, laptop is the instrument to help and process the study until finished.

3.3. Data and Data Source

The study involves use and collection of data which have function and may be divided into primary and secondary data. Primary data is data which is obtained by the researcher directly from original resource. In the study, primary data is Ahok's speech which includes the vocabulary or words, sentences, cohesion, phrase, text structure, grammar and people behavior. Furthermore, from primary data is going to be collected and analyzed as the fundamental of research data in order to be focus.

The secondary data is supporting data to complete primary data. In other word, the secondary data is data which is obtained by researcher indirectly. In the study, the secondary datacan be gotten from the commentator of Ahok's speech, chronology of Ahok's judiciary, scholars statements or opinions, and people behavior.

3.4. Data Collection

The data is going to be collected and used in the study of Ahok's speech. So, there are ways to collect sepecific data relate to the study which is used by the researcher in the following explanation:

a. Searching Video

As the first way of collecting data, the researcher looks for specific video, as special Ahok's speech video, and other videos that relate to the study. In this case, the researcher looks in *www.youtube.com*by selecting suitable and complete video because the duration of Ahok's speech video is different each other. The complete Ahok's speech video truly occured in reality which consists of linguistic terms and contextual terms. Furthermore, searching the video is not only for Ahok's speech video, but it may be other videos which relate to the study as data or documents.

b. Searching or writing the video script

This step is going to be done if the video is found. The researcher further looks for the script of Ahok's speech. The script may be found in some resources in internet which is suitable with the video such as script inside the video, script in the certain blogspot. However, if the researcher does not find the script, so it will be writen by the researcher to be analyzed as well as possible.

c. Downloading video and script.

The last way is done if intended video and script have been collected. Hence, the researcher donwloaded all suitable videos and the script to saved. Then, the script would be focused and used as main data to be analyzed in perspective of CDA.

Besides the steps above, the researcher collects the data by the other way such as documentation. Documentation is to look for the related data with variables which may be consisted of notes, transcripts, books, newspapers, magazines, agenda and so on.

3.5. Data Analysis

Data analysis in the study uses Fairclough (1995:24) theory of threedimensional discrusive such as textual, discursive practice and social practice. The ways to analyze may be described as follows:

- 1. Reading carefully the Ahok's speech from the script. This reading initially to give the writer understanding about the problem of study. So the researcher is going to get the description concerns CDA generally.
- 2. Classifying the data that relates to three-dimensional discrusive of Fairclough's thought and analyze it.Of course, the first step is to classify every single part of Ahok's speech transcript under textual analysis. The textual dimensional can be described as follows:
 - a. The using of vocabulary and word. As we know that Ahok could use some words that have own meaning and understanding.
 - b. The using sentences, cohesion and grammar (past tense, present, and future tense). This step is for analyzing intention of sentences and its cohesion that reproduce some meaning in reality or future perspective that relates to

power and politic. So, grammar also takes the role to analyze all sentences and cohesion to make sure the discourse of Ahok's speech and to reveal discourse order textually, not contextually.

- c. The implementation of phrase and text structure. It is may analyze part of sentences that relates each other through cohesion and grammar, and for analyzing transcript of Ahok's speech generally which may produce other meaning and obtain whole understanding of Ahok's speech in discourse perspective.
- d. People behavior. It does not relate to script of Ahok's speech and his behavior only. But it is to analyze the effect of Ahok's speech –people behavior generally toward the speec-that is focused on what Ahok said textually and how far respond of people to the speech. However, from the speech –as found script- may create reaction other people, viewer, or the audiences.

The textual feature or dimensions is for revealing and answering the first statement of problems.

Furthermore, to reveal and answer second statement of problem, the writer uses next step, it is discursive practice. This way to reveal CDA of Ahok's speech which is not limited by textual step. So, this step involves the capability of subject to interpret the first step. Fairclough thought in this step argues that production of text also relates to whole media organization, so chronology problems from begining up to now produces the meaning as

contextual eventhought it involves the interpretation of texts or first step. So, second step is to answer the second statement of problems.

The last issocial practice or explanation. This step pursue the researcher to explain everything that relates to CDA problem of Ahok's speech. Hence, this last step of classifying data analysis is very important thing to show and prove quality of the study after doing previous steps. So, the last step is to answer the third statement of problems.

3. Concluding the whole analysis or results of the study. This step is to prove the result of study briefly and shortly in order to be understood easily. So, making conclusion give whole description of the study result.