CHAPTER III

RESEARCH METHODS

3.1 Research Design

This study used qualitative methods. According to Bodgan and Bilken (2007: 27-28); qualitative research has the natural setting as he direct source of data and the researcher is the key instrument, qualitative research is descriptive, qualitative research are concerned with process rather than simply with outcomes or products, qualitative researchers tend to analyze their data inductively, meaning is of essential concern to the qualitative approach. This research concerned word formation processes in Jakarta Post newspaper and it was analyzed using George Yule theory of word formation processes. Data collected in this study is decomposed by the words of the series of numbers that the result would be a description (Miles and Huberman , in Sugiono , 2007: 15) . But it does not mean in qualitative research free from reports in the form of numbers. It is important in qualitative research is inductively analyze the data to find patterns and then look for the meaning of the pattern.

3.2 Technique of Data Collection

This research used documentation technique in collecting the data. However, almost qualitative research data was obtained from the Human Resources (HR) through observation and interviews, but not enough a need for strengthening or adding data from another source, namely Documentation (Nasution, 2007:56). In order to make up the data, the data collection would be

done through some steps. First, researcher read Jakarta Post newspapers with a few times reading to get the accurate data. Second, researcher began focused on analyzing what the word formation processes in business section, Jakarta post newspaper. Third, after reading closely, observing the newspaper, the researcher made some notes of the data collected. The researcher chose business section in Jakarta post newspaper to analyze data.

3.2.1Data and Data Sources

The data of this research was in the form of text. The data could be in the form of linguistics expression (word, phrases, and sentences) which found in Jakarta Post newspaper, especially in Business section.

The source data was taken from the Jakarta post newspaper (online version) that posted on 30 September 2014. It was retrieved from http://www.thejakartapost.com

3.2.2Instruments

An instrument plays an important role in conducting a research that is for gathering the data accurately. In a qualitative research, instrument of the research is the researcher herself with or without the help of other people (Moleong, 2001: 4). However, in conduction this research, the researcher herself needs some supporting instruments. The supporting instrument used by the researcher was Jakarta Post Newspaper.

3.3 Data Analysis

After collecting the data, the next step was analyzing. The data analyzing technique of this research was descriptive analysis. In analyzing the data, it needed identifying, classifying, analyzing, and drawing a conclusion (Wray and Bloomer, 1998: 7-13). Related to this explanation, the researcher took several steps, they were:

- a. Identifying of word formation processes of business section appeared in Jakarta post newspaper.
- b. Classifying and determining the data based on the appropriate kinds of word formation strategies of business.
- c. Analyzing how word formation processes used by Jakarta post newspaper in business section and finding the reason why the certain strategies were chosen based on the underlying theory.
- d. Drawing the conclusion.