CHAPTER 3

RESEARCH METHODOLOGY

This chapter presented the research design, data and data sources, research instruments, data collection, and data analysis that used throughout this research.

3.1 Research Design

This research was a qualitative research. A generic definition of

qualitative research was provided by Denzin and Lincoln (2000) as follows:

Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them.

In addition, Strauss and Corbin (1998:11) provided a simple definition

by the term 'qualitative research', it means any type of research that produces findings not arrived at by statistical procedures or other means of quantification.

The researcher used qualitative method because this research was focused on identifying and interpreting the conceptual metaphors that found in the news of World Cup 2014. It did not pay attention on the numbers of occurrence or statistical procedures.

3.2 Data and Data Sources

In qualitative research, Ryan and Bernard's (2000) divided qualitative data into its three main forms: text, images, and sounds. In short, qualitative research involves collecting or working with text, images, or sounds.

The data of this research was in the form of text. The data of this research were metaphorical linguistics expressions. The data could be in the form of linguistics expression (words, phrases, and sentences) which found in sport article, especially in the news of World Cup 2014 Brazil.

The source data was taken from The Jakarta Post newspapers (online version) that posted from 4th June 2013 to 15th July 2014. It was retrieved from *http://www.thejakartapost.com*.

3.3 Research Instrument

In Qualitative research, the main instrument was the researcher herself. The researcher became the research instrument who actively and directly participates in data collection and data analysis.

3.4 Data Collection

The researcher used MIP (Metaphor Identification Procedure) developed by Pragglejaz Group (2007) as the method of data collection. The researcher used this method to identify the metaphorical linguistics expressions which found in the news of World Cup 2014. The core of the MIP procedure compares contextual and basic meanings of lexical units. If the two meanings can be contrasted but can be understood in comparison to each other, the unit is metaphorically used (Krennmayr, 2011:29).

According to MIP, There were procedure consists of a short set of

instructions to identify metaphors in text (Pragglejaz Group, 2007, p. 3).

- 1. Read the entire text/discourse to establish a general understanding of the meaning.
- 2. Determine the lexical units in the text/discourse.
- 3. a) For each lexical unit in the text, establish the contextual meaning.

b) For each lexical unit, determine if it has a more basic contemporary meaning in other contexts. Basic meanings tend to be: more concrete (easier to imagine, see, hear, feel, smell, and taste), related to bodily action, more precise, historically older, and it is not necessarily the most frequent meanings of the lexical unit.

4. Decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it. If yes, mark the lexical unit as metaphorical.

To collect the data, the writer was done with some procedures based on MIP method. First, the researcher found the articles of World cup 2014 Brazil which retrieved from *http://www.thejakartapost.com*. Second, the researcher did close reading the articles of World cup 2014 to establish a general understanding of the meaning. Third, after read the article, it was time to identified potentially metaphorical lexical items (examining the text on a word by word basis), in other word, the researcher marked the lexical items which potentially contain metaphorical case. The last, the researcher classified potentially metaphorical lexical items into three kinds of metaphor, they were conceptual metaphor, orientational metaphor and ontological metaphor.

3.5 Data Analysis

The researcher used Charteris-Black's Critical Metaphor Analysis (CMA) to analyze the data. This CMA method focuses on a language user's covert and unconscious intentions through identification of metaphors, interpretation of the conceptual metaphors and keys and finally, explanation of possible motives through the interrelation of rival metaphors (Charteris-Black, 2004). In other word, CMA approach consists of three stages: metaphor identification, metaphor interpretation and metaphor explanation.

First, identification means the researcher examined and identified candidate metaphors from material with a close reading of the sample text. Many expressions might not stand out immediately as metaphors, it needed to be studied again to see whether each use of a keyword was metaphoric or literal.

Second, interpretation means 'establishing a relationship between metaphors and the cognitive and pragmatic factors that determine them' (Charteris-Black, 2004: 37-38). In order to make the claim of an overall conceptual metaphor, there needed to be several expressions identified that fit to it. Charteris-Black claims that when a conceptual metaphor is exploited, the reader's interpretation may not follow what the text producer intends, and readers may sometimes interpret as literal a term that is intended metaphorically.

The last stage of CMA approach was explanation. In order to determine the ideological and rhetorical (the aim to persuade) motivation

behind metaphor use, the discourse function of metaphors is identified based on the context in which the metaphors occur (Charteris-Black 2004, 39). Metaphor explanation focused on the relevance to the context and the ideologies that motivated the metaphor uses.

According to CMA method, the researcher was done with some steps to analyze the data.

- Examining the linguistics expression from sport article (World Cup 2014) of The Jakarta Post which contains metaphorical cases.
- 2. Identifying all conceptual metaphors through several expressions that fit to it and classifying it into three kinds of conceptual metaphor.
- 3. Interpreting conceptual metaphors based on the cross domain mapping.
- 4. Explaining the contextual meaning and rhetorical motivation behind the use of metaphors.
- 5. The last, the researcher make a conclusion based on the data analysis.

In order to help the reader understand the result of data analysis, the researcher also gave tables in presenting the data. There would be two tables in this research that used to present the result of conceptual metaphor's classification and the common kind of conceptual metaphor used by The Jakarta post in World Cup 2014 news.

The classification of linguistics expressions which form conceptual metaphor would be presented in the table as follows.

NO	Kinds of Conceptual Metaphors	Conceptual Metaphors	Linguistic expressions	Date
1	Structural			
2	Metaphor			
3	Orientational Metaphor			
4				
5	Ontological Metaphor			
6				

The common kind of conceptual metaphor would be presented in the

table of percentage data as follows.

Kinds of Conceptual Metaphors	Data (N)	Percentage (%)
Structural Metaphors		
Orientational Metaphors		
Ontological Metaphors		
TOTAL (Σ)		

The formula to find the percentage is:

$$\mathbf{P} = \frac{N}{\Sigma N} X \ 100\%$$

Information:

- P = Percentage
- N = a number of data in each kinds of conceptual metaphor
- Σ N= a total of data from all kinds of conceptual metaphor

