CHAPTER III

RESEARCH METHOD

In this chapter, the following subtopics are going to be discussed: research design, data and source, technique of data collection, instrument, technique of data analysis, and triangulation.

3.1 Research Design

This study was a descriptive qualitative study. The writer applied the qualitative research in this study because it was focused the data which was taken from a video speech. Denzin and Lincoln, in their book *The Sage Handbook of Qualitative Research* (2005), say that qualitative research belongs to a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that makes 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 at 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.

The writer also used library research to complete and made this study perfect. Academic libraries have for centuries played critically important roles in supporting research in all subjects and disciplines within their host universities and college (Brown, 2007; 5). The writer used some literatures to answer the research questions, supported and applied the theories that were used in this study.

3.2 Data and Source

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The data was collected from the script of Obama's speech in 2009. The writer got the script from a site www.whitehouse.gov. The writer decided to choose it speech because it is Obama's first speech after inaugural process on January, 20th 2009, and for the first time in American history; an African-American is chosen to be a President of America. Hence, the combination of the script and the writer's note would be the main data of the study.

3.3 Technique of Data Collection

To collect the data which was needed for this research, the writer did some steps such as:

1. The writer looked for the script of Obama's speech which is used for being the data.
2. The writer read the script many times for understanding it.
3. The writer gave sign to the part of the script which is important for being the data. The part would be supposed to be important part of it occurred the research questions.

3.4 Instrument

The instruments of this study were the writer, some notes, laptop, some previous studies that talked about language features and some literary books as the reference to find the appropriate theories relate to the topic. As the key instrument, the researcher studied the subject by listen the speech speaker, reading and understanding the script of the speech by focusing on the language features, lexical and grammatical.

3.5.1 Technique of Data Analysis

After collection the data, the writer did many steps to analyze the data. Firstly, after finding the data on the script and brought to the research questions, the writer analyze its data / research question by using appropriate theories. To analyze the data, the writer applied the

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theories to the cases or research questions and made the discussion. Finally, the writer concluded what the results of the study using the collected references.

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