CHAPTER III

RESEARCH METHOD

This chapter tells about the method which is used in this research. It consists of research design, data source, data, research instrument, technique of data collection, and technique of data analysis.

3.1 Research Design

This research designed into descriptive qualitative because it describes all things happen in the process of research without any reduction. Sugiyono (2014:7-8) said that qualitative research is interpretive method because the result of the research more concern in interpretation toward the data in field collecting. Here, it has correlation with this research which has social sight that has interpretation to suppose the real contribution towards the result of this research.

3.2 Data Source

This is actually about the data is taken from. The researcher takes four speeches because those speeches have represented Michelle's characteristics. Two of them are about politic democratic and others are about Michelle in action. The data is gotten from the YouTube videos of Michelle Obama Democratic National Convention Speech In Denver published on 25th August 2008, Let's Move! Launch Anniversary Speech posted on 9th February 2011, White House

Conference on Bullying Prevention Speech uploaded on 10th March 2011 and Democratic National Convention Speech In Charlotte published on 4th September 2012 and the script in the same events. The script has already existed on Michelle Obama's interview scripts on Google search. The researcher takes online script of videos as the data was published in YouTube on Google search.

3.3 Data

This research focused on woman's language features used by Michelle Obama in her speeches, Democratic National Convention Speech In Denver, Let's Move! Launch Anniversary Speech, White House Conference on Bullying Prevention Speech and Democratic National Convention Speech In Charlotte. The reason of researcher chosen these speeches are in four speeches include two politic democratic speeches that describe Michelle's view in politics and two speeches in Michelle's action that also describe her personality in speech.

Meanwhile, the data is words, phrases, clauses which contain the woman's feature on Michelle Obama's speech which reflect some types of women's language features proposed by Lakoff.

3.4 Research Instrument

Research instrument is a tool used by the researcher to collect the data and analyze the data to be the research. The key instrument of the study is the researcher herself. The researcher collected and analized the data by herself, so the researcher finally got the descriptive findings.

3.5 Technique of Data Collection

Collecting the data is about the steps were conducted by the researcher to get the data. To collect the sufficient data, as the first step, the researcher searched and downloaded some speeches, here the researcher was downloading four speeches of Michelle Obama from YouTube videos (www.youtube.com). Democratic National Convention Speech In Denver was taken on 23rd October 2015 at 9.17 a.m., Let's Move! Launch Anniversary Speech was taken on 23rd October 2015 at 10.15 p.m., White House Conference on Bullying Prevention Speech was taken on 23rd October 2015 at 9.31p.m. and Democratic National Convention Speech In Charlotte was taken on 23rd October 2015 at 9.18 a.m..

Secondly, after getting the video, the researcher was downloading the same script with the video before in the same events, the first speech script was on 24th October 2015 at 2.52 p.m. in The New York Times web (www.nytimes.com), second speech script was on 24th October 2015 at 10.15 p.m. in The White House President Barack Obama web (www.whitehouse.gov), next speech script was on 24th October 2015 at 3.03 p.m. in NPR Hourly Newscast web (www.npr.org), and the last was on 24th October 2015 at 3.09 p.m. in The White House President Barack Obama web (www.whitehouse.gov). Then, correcting the script had been downloaded with the video.

The last, the researcher made coding of sentence to make easier the process of analysis. The researcher collected the utterances, words, clause or phrases which included into women's speech features proposed by Lakoff. Here

the researcher looked for the utterances, words, phrases which express in woman's speech feature, gave underlining and numbering each woman's speech feature datum with different number in order to make easier in analysis, and also gave some abbreviations to show the purposes of each features, as follows:

Numbering	
Number One (1)	Lexical Hedges Or Fillers
Number Two (2)	Tag Questions
Number Three (3)	Rising Intonation On Declaratives
Number Four (4)	Empty Adjectives
Number Five (5)	Precise Color Terms
Number Six (6)	Intensifiers
Number Seven (7)	Hypercorrect Grammar
Number Eight (8)	Superpolite Forms
Number Nine (9)	Avoidance Of Strong Swear Words
Number Ten (10)	Emphatic Stress

Abbreviations	
Mit	Mitigate
Los	Looseness
Str	Strengthen
Adm	Admiration
Prec	Precise
Psd	Persuade
Org	Organize
Plt	Polite
Sft	Softness
Emph	Emphasize

3.6 Technique of Data Analysis

This session discussed about the way of the researcher analyze the data in answering the research questions. After collecting and selecting the data, there were some steps to analyze the data.

For answering the first research question, the researcher must identify the speech texts carefully. Then, the researcher did tabulating each of the women's speech features in table. There was one woman's feature in one table. From those could be concluded how many kinds and what types of Michelle Obama's speech feature. Then, the researcher described of the words, utterances, phrases, and clauses one by one which expressed in women's speech feature based on Lakoff theory. After the women's speech features had been identified into same categories, next was quantifying the features to discover the frequency and the percentage of each feature. It was aimed to know the dominant features used by Michelle Obama in her speech sections.

For answering the next research question, in this step, the researcher was carefully interpreting the words, utterances, phrases, and clauses in order to know how the purpose of the Michelle's speech features. Then, at the final stage, this research drew conclusion and propose some suggestions for future studies.