CHAPTER III

RESEARCH METHODOLOGY

This part present the research process, and research is an efforts in science that done to get the facts and for getting the truth. In other words, methodology is the first step that guide the writer about the arranging how the research done (Nazir, 1988:51). So that research methodology is the first step that must be prepared before the writer does his research.

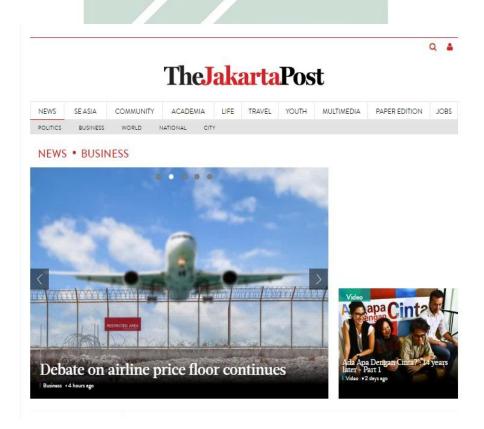
3.1 Research Approach

The writer use qualitative research. Beverley Hancock, Elizabeth Ockleford, and Kate Windridge (2007:7) stated that qualitative research is concerned with developing explanations of social phenomena. That is to say, it aims to help the writer to understand the social world in which he live and why things are the way they are. They had agreed that it is concerned with the social aspects of our world and seeks to answer questions about: why people behave the way they do; how opinions and attitudes are formed; how people are affected by the events that go on around them; how and why cultures and practices have developed in the way they have.

3.2 Technique of Data Collection

3.2.1 Source of Data

In this research, the writer takes articles as the data from official webpage of Business pages in Jakarta Post Newspaper. This is the main display of the Jakarta Post's webpage:



The writer takes duration collected data during date 1 until 10 April 2016. The writer limit the data of discussing about Business articles from Business pages of Jakarta Post Newspaper published in duration ten days. The writer takes all business articles in each day during ten days. The articles

which analyzed are Business articles that contains of modality words. The data that the writer analyzed are in the form of words in sentences. The writer analyzed sentences of each quotation of the article from Business articles.

3.2.2 Instrument

The first instrument of this research is the writer himself as the main instrument and the second, Business articles in the Jakarta Post Newspaper. In doing this research, the writer selects exact tools in elaborating his study in order to make the reader understand the topic when he was presenting. The tools means here are program Microsoft Word as color marker of e-document from webpage of the Jakarta Post as the data, and book or e-book of theories that used as source of reference in the process of the analysis.

3.2.3 Procedure

The data collected through articles in Business page from official webpage of the Jakarta Post Newspaper and being the document analysis. The writer read them then find out the words that is modal verb that have relation with modality theory in each quotation and put it on the note as the data. The writer is using program Microsoft Word as editor for marking the words that are modality words. The writer will separate the words collected to the focusing parts of each data which are epistemic modality and which are

deontic modality, and then the writer computed the occurrence of the modality items. Finally, he will analyze the data as accurately as possible.

3.3 Technique of Data analysis

To answer the research question, qualitative data collected base on the occurrence of modality words and the analysis in term of function and reason that available in the newspaper written. As this research aims to study on the modality words and their function, data analyzed qualitative. Content analysis involves coding and classifying data, also referred to as categorizing and indexing and the aim of context analysis is to make sense of the data collected and to highlight the important messages, features or findings.

1. The writer takes step examining: The data collective will be examined by the writer to make sure the collective words are the modality words. The writer take coding based on date and time of the articles like the example in this articles:



The example picture above shows the date and time as coding in each article of data. The coding specific sentence that contains modality word based on date and time. Example:

D: day

T: time

Data 1: The government therefore would leave pricing in the hands of an individual company so long as it first fulfilled the requirements of those permits and licenses required to operate legally. (D25, T8.37) This example represent that the data takes on day's 25th time 08.37am.

2. The writer takes step categorizing: The data collective after through examine step will be categorized which are epistemic modality and which are deontic modality. This step aimed for limiting the specific words that are the writer wanted to focus. Example:

E: epistemic

D: deontic

Data 1: The government therefore would leave pricing in the hands of an individual company so long as it first fulfilled the requirements of those permits and licenses required to operate legally. (E)

This example represent that the data categorize use deontic modality.

- 3. The writer takes step analyzing: The data that has been collected through some steps, the writer will analyze the data collected in function meaning as modality words. In analyzing the writer take three step that are it discussions will written in the page of Finding and Discussion. First, the writer will explain context of the data. Second, the writer will discuss the meaning of the data. Third, the writer will discuss the function of the data.
- 4. The writer takes step tabulating: The data collective after through recombining step as analyzing, the writer will take step tabulating step. In tabulating, the words will specify in grouping and counting as percentage all the data collective as using deontic and epistemic modality. Example:

No.	Modal Verbs	Kinds of Modality		Total
		Deontic	Epistemic	10141
1	Can	2	4	6
2	Could	1	3	4
3	Will	•••	•••	•••
Final Total	• • •	•••	•••	

The writer takes counting the frequency of the data in percentage.

The formula to count the percentage of each feature is:

$\frac{\text{total data of each feature}}{\text{total all data collected}} \ge 100$

The use of epistemic modality is appeared in the all document as many as 9 times and the total data collected is 55. So that, it can count as follow:

$$\frac{9}{55}x100 = 16,36\%$$

This example represent that percentage of epistemic modality is 16,36%.

5. After through all steps: the result is answer this research about occurrence of modality in the sentences in business articles will be concluded. With totally how much percent of modality words in all articles are make confident the writer to make sure about how contribution of the modality words in business articles are important.