

## **CHAPTER III**

### **RESEARCH METHOD**

This section explains clearly how this research can be finished to achieve its objectives. In this section, the researcher explains the research design, data source, instrument, data collection, data analysis, and triangulation. This section is the part used as the direction of the research.

#### **A. Research Design**

In this study, researcher uses qualitative research methods. Qualitative methods are commonly used to examine problems related to perceptions or assumptions. According to Creswell (2009) Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. It means that in qualitative research methods, researchers will get data and research results in the shape of the narrative and descriptive texts. There are various research designs in research with qualitative methods, and for this study, the researchers chose to use a descriptive qualitative research design.

Descriptive qualitative research design is intended for research in which researchers want to describe or draw their research which is analyzed from various aspects. Lambert, V.A. and Lambert, C.E. (2012) stated the following about descriptive studies: “The goal of qualitative descriptive studies is a comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of individuals.”. There are no hypotheses in this research because the result of the research cannot predict the easily. The study with a qualitative descriptive

design is structured through facts, realities, or symptoms that exist in the problems in the research.

In qualitative descriptive research, various methods and theories are used as a reference to obtain the desired data or results. The data used in this study is in the form of a speech from Kim Namjon during a speech at the UN General Assembly. The researcher aims to analyze in-depth the linguistic structure used in the speech text. The method used to explore is the critical discourse method concerning the theory of Teun Van Dijk.

## **B. Data Source**

Data source refers to the subject of the research. It shows how and where the data is obtained. In this study, the subject of the study is a speech from Kim Namjoon at the UN General Assembly in 2018. The Researchers take a video speech from the UNICEF YouTube channel (<https://youtu.be/oTe4f-bBEKg>), and to get the text of the speech or transcript, the researcher takes from the UNICEF blog (<https://www.unicef.org/press-releases/we-have-learned-love-ourselves-so-now-i-urge-you-speak-yourself>). Based on these two sources, the researchers can obtain the research data.

## **C. Instrument**

A research instrument is a tool used to assist the course of research. It is the tools that can be used to obtain research data. In this study, the research instrument was the researcher herself. It means the researcher itself collects data with the guidance of the critical discourse analysis method by Teun Van Dijk.

## **D. Data Collection**

Data collection is a way for researchers to obtain data systematically with the chosen method. Bungin (2007) states that there are six types of data collecting methods in qualitative research such as observation participation, depth interviews, life history, analysis of the document, noting of an individual researcher, and analysis of media content. In this study, researchers collect the data by analyzing media content and tracing the life background of the research subject. The following is the data collection procedure:

1. Retrieving speech transcripts from UNICEF Web.
2. Downloading the speech video from the UNICEF YouTube channel.
3. Observing the videos and transcripts of speeches.
4. Reading and understanding the speech transcript carefully.
5. Analyzing the text according to the purpose of the study.

## **E. Data Analysis**

Data analysis is the initial core step to achieve research objectives. At this stage, the researcher will analyze the data collected following the methods and theories used by the research. The purpose of the study will be discussed until the answer and clarity are found. In data analysis there are several stages, according to Miles and Saldana (2014), there are three concurrent flows of activity in the process of analyzing the data: (1) data condensation (2) data display, and (3) conclusion drawing/verification.

(1) Data condensation is a data selection process in which data will be focused, abstracted, and transformed into parts intended for research. At this stage, the focus is on the data analysis stage using the critical discourse analysis method with the theory of Teun Van Dijk. The objectives of this study is to find out the superstructure, macrostructure and microstructure elements that builds the Kim Namjon’s speech at UN General Assembly 2018. Here is the framework of superstructure, macrostructure and microstructure:

Table 3.1 Framework of Textual Analysis

Structure	Part of Kinds CDA Element	Element Analysis
Superstructure	Schema	Opening
		Content
		Closing
Macrostructure	Thematic	Thematic
Microstructure	Semantic	Background
		Detail
		Presupposition
	Syntactic	Cohesion
		Pronoun
	Stylistic	Lexical Choice
	Rhetoric	Metaphor
		Simile
		Repetition
		Rhetorical question
		Hyperbola

(2) Data display is the stage of how researchers display data and results obtained in research. In the analysis using the descriptive qualitative method, the data will usually be displayed in the form of tables, narratives, or grouped into appropriate sections.

(3) Conclusion drawing and verification is the final step of the data that has been analyzed. After the data is analyzed, the researcher will conclude from the results of the analysis. It aims to find a bright spot from the research conducted. At this step, the conclusion will be focused on the analysis of the elements in critical discourse analysis with theory by Teun Van Dijk.

## **F. Triangulation**

Triangulation in this study is aimed to test the validity of the data and the credibility of the research results. There are various types of triangulation, and in this study, the researcher chooses to use triangulation by experts. Triangulation by experts means asking someone who is an expert in the field studied by the researcher to see the credibility and validity of the data or results of the research. As Sayer (2000) stated that the arguments from social aspects often arise and are built through how it is produced, but in different sides, some others are described through the view of researchers today construct them. In this process, Mrs. Nur Afifi, M.App.Ling PhD and Mrs. Nurul Aini, M.Pd will validate the analysis of the study.