

CHAPTER III

RESEARCH METHOD

This chapter presents the method applied in this research. It consists of research design, data source, data collection, and data analysis.

3.1 Type of Research

There are two types of research, namely qualitative and quantitative research. The writer uses descriptive qualitative approach to conduct this research.

According to Ary et al (2012, p.36), qualitative research generally takes the data in the form of words (descriptions, observations, impressions, recordings, ect).

Brennen (2013, p.16) also states that qualitative researchers must provide potential participants with accurate information. Although this research does not use participant to take the data, then it is qualified to be called a qualitative research. This research analyzes the word formation processes used in the infotainment article in Kartini Magazine. We can conclude that the data are in the form of word, not in the form of numbers.

Based on the explanation, the writer collected the data by doing some steps namely, listing all the terms used in the infotainment article and selecting the words which contain word formation processes based on the theory proposed by Yule. Then the writer also transcribed all the words that have already been listed

3.2 Data Source

The data of this study are utterances found in infotainment articles containing word formation process. The data source of this study is “Kita dan Peristiwa” Kartini Magazine that was published from October until December 2012. The writer analyzed the word used in infotainment articles containing the word formation process. The data were taken from “Kita dan Peristiwa” Kartini Magazine in the infotainment section was published from October until December 2012 because in 2012 the magazine kartini received two awards, namely the number 1 CHOICE BRAND and number 1 MOM’S BRAND CHOICE. Most of the articles were about health, fashion, culture, etc. The writer took them as the data of this research with the purpose to find out the word formation processes used in the terms of infotainment articles.

3.3 Data Collection

In this study, the writer formulates some steps to collect the data. The writer did the following steps:

1. Collecting six Kartini Magazine published from October 2012 until December 2012 from infotainment section.
2. Reading the articles and found the words, then writing down all the selected words that contain word formation processes.

3.4 Data Analysis

Data analysis is the process to find out the answer to the problems of the study. In analyzing the data, the writer follows several steps:

1. Identifying the word containing word formation process in Kartini Magazine published from October 2012 until December 2012
2. Classifying the words into the type of word formation processes by using the theory of Yule (2010). The following table be used in the data classification :

No.	U T T E R A N C E S S	WORD FORMATION PROCESS									
		C O I N A G E	B O R R O W I N G	C O M P O U N D I N G	B L E N D I N G	C L I P P I N G	B A C K F O R M A T I O N	C O N V E R S I O N	A C R O N Y M S	D E R I V A T I O N	M U L T I P L E P R O C E S S

3. Elaborating the word formation process used in “Kita dan Peristiwa” page of Kartini Magazine 2012 edition by the help of Dictionary
4. Drawing conclusion based on the word formation processes and the frequently used process in “Kita dan Peristiwa” page of Kartini Magazine 2012 edition