Universitas Brawijaya Universitas ECHAPTER III iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers RESEARCH METHODS tas Brawijaya Universitas Brawijaya Universitas Brawijaya In this chapter, the researcher discusses the research design, data and data rawijaya Universource, data collection, data analysis. Universitas Brawijaya **Universitas Brawijaya** Univers_{3.1} Research Design Universitas This research used one of the specified characteristics material of document as Brawijaya analysis, which is speech as the object of the research. There are two broad Brawijaya Universapproaches of research, first is quantitative, and second is qualitative. The researcher as Brawijaya Universused qualitative research to conduct the study. Ary et al (2010) state that qualitative as Brawijava University research deals with data that are in the form of words or picture, different from Universquantitative research which deals with data in the form of numbers and statistics, as Brawijaya Moreover, "Document analysis is a research method applied to written or visual Brawijaya Universimaterials for the purpose of identifying specified characteristics of the material. The as Brawijaya material analyzed can be textbooks, newspapers, web pages, speeches, television as Brawijava programs, advertisements, musical compositions, or any of other types of documents. niversitas Brawijaya Universitas Brawijaya Univers(Ary et al, 2010, p.457). Version Universitas Brawijaya Universitas BThe data of this research were only words, phrases or sentences in the whole as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya speech by Joko Widodo, which contain grammatical and lexical cohesions. The Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya**

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