CHAPTER III

RESEARCH METHOD

This chapter presents the research which includes the research design, data sources, data collection, and data analysis.

3.1 Research Design

In this study, the writer used qualitative method (descriptive qualitative) since words become her major focus of the research. According to Ary, et al (2002, p 425-442), qualitative method deals with the data that are in the form of words, rather than numbers or statistics. The materials of qualitative method can be used for analysis are textbox, newspaper, speeches, song lyrics and any other types of documents.

This study is classified as descriptive qualitative research since words become the major focus of the study and the data in the form of words, phrase and sentence are analyzed by explaining descriptely.

3.2 Data Sources

The data which is analyzed in this research are the titles in articles in *Kaskus.co.id* or as well known as "thread". The main data is taken from *Kaskus.co.id,* which is also known as the biggest trade and information forum in Indonesia. Moreover, the data is taken only in "Hot Thread", which is a compilation of the best articles of the day which is selected by *Kaskus*'s administrators by some

consideration. such as interesting, actual, informative, inspiring and thematic. Furthermore the data that the writer used are taken from some titles in Hot Thread in 23rd and 24th December 2016 which contains ambiguity which is need to be explicated and implicated.

3.3 Data Collection

According to Ary, Jacobs and Razavieh (2002), there are three ways in collecting the qualitative data: observation, interviewing, and document analysis. This study uses document analysis method since the data are taken from the title of the article in *Kaskus.co.id.*

The steps of collecting the data is conduct systematically, as presented as follows: First, the writer opens the website of *Kaskus* (*Kaskus.co.id*). Second, she clicks "*Baca Hot Thread Lainnya*" which is located in the end of Hot Thread column. Third, she clicks "*cari berdasarkan tanggal*" in *Kaskus's* calendar to find out the the threads that she needs according the date and period, third she looking for the month of December at 2016 and click the date of 23rd and 24th then open each page in the different tab. Fourth, for each of the link she already stated, she opened the title that contains ambiguity, then she saves the page including the title and the whole article in her computer. The last, the collected data is noted in order to make it easy in analyzing it.

3. 4 Data Analysis

After getting all of the data, the data analysis in this research is analyzed as follows:

1. Reducing the data to focus to the data that is presented. From all of the data that she get in data collection, she selects the titles which can be explicated and implicated.

2. Describing and explicating the title by adding some words to make it more understandable.

3. Reading the whole content of the article in order to make her understand the meaning of the title.

4. Analyzing the data to draw implicated premises and implicated conclusion.

5. Drawing a conclusion or verification of data is analyzed.