

CHAPTER III

RESEARCH METHOD

This chapter discusses the method of the study including the research design, data source, data collection and data analysis.

3.1 Research Design

This research used qualitative approach in association with descriptive technique analysis. It used qualitative in analysing and describing the data which words, phrases or sentences contained types of linguistic ambiguity. As Ary et al (2009, p.39) stated, “Qualitative research focuses on understanding social phenomena and providing rich verbal descriptions of settings, situations, and participants. Content analysis was used in analysing and interpreting the utterances which were uttered by the speakers of *Curanmor Kaki Samidi* that potentially contained types of linguistic ambiguity. As Ary et al (2009, p.29) stated, “Content analysis focuses on analysing and interpreting recorded material about human behaviour.” The material used was in form of audio-recording on YouTube. The descriptive technique served to count how often the frequency each type occurred and give the probable reason why certain type occurred most frequently. As Ary et al (2009, p.141) stated “Descriptive technique employed according to the purpose the statistic is to serve and the scale of measurement used.”

3.2 Data Source

The data were taken from four videos on *YouTube*. There are *Sisul* (*Kumpulan Guyonan Ngapak Terbaru, Sudahkah Anda Ngapak* (*CURANMOR* – name of episode), Jufri (*CURANMOR* – name of episode) and *Galang Kreatif* (*Curanmor Kaki Samidi Cilacap –“name of episode” Video Lucu Cerita Humor. Curanmor Kaki Samidi*). The target data in this study were parts of the utterance: words, phrases or sentences containing types of linguistic ambiguity in *Curanmor Kaki Samidi*.

3.2 Data Collection

The data were collected through some steps. Firstly, the writer searched *Curanmor Kaki Samidi* on *YouTube*. Secondly, she selected the video that is going to watch by applying non-probability (purposive) sampling technique on how the writer selects some episodes in some sources randomly based on subjective consideration. Thirdly, the writer listened to the conversation while transcribing the verbal humor utterances to be investigated further. In this step, the writer played and paused the record to allow her take some notes of the timing and other elements. The process was repeated until it reached data saturation. It is the process of obtaining the data coming to the point when there is no new data found, meaning the writer stopped collecting the data when there was no new data found. However, during the process, the writer found an unexpected finding; twisting logic, although it is not included into those four categories; twisting phonological, lexical, structural and pragmatic ambiguity, but it can be included into verbal

humor. Then the writer did translation, since the data of the words used in Javanese; therefore, the writer translated from Javanese to English. Lastly, to validate the translation, the writer consulted the translation work to her supervisor who mastered on the translation field for the appropriateness of the study. In addition, the writer is the data collection instrument.

3.3 Data Analysis

Data analysis was done through some steps. First, the data collected were put based on the sequence of occurrences. Secondly, the writer put the data on the table as follows.

The Classification Types of Linguistic Ambiguity found in *Curanmor Kaki Samidi*

Code	Episode and Source	Data (In Bahasa and English)	Type of Ambiguity	Sub-type	Notes

Furthermore, the classification of the types of twisting linguistic ambiguity was displayed on the appendix 1. Then, she provided the translation of the data and described why parts of the utterances contained twisting linguistic ambiguity. The part that contained twisting linguistic ambiguity was typed in **bold** while translated part was typed in *italic*. Next, the frequency of each type of twisting linguistic ambiguity was counted by using a formula $Fr = \frac{f}{N} \times 100\%$ to discover the most dominant type of linguistic ambiguity found in the data. If f referred to

the number of occurrences of each existing type and N referred to the total number of data, the frequency (Fr) was counted by using the following formula. After that, the Fr of each existing type is multiplied by 100% to get the frequency in the form of percentage. After getting the frequency result in the form of percentage, then the writer put the frequency result into the table 4.1. In the last step, the conclusions and the suggestions were drawn based on the result of the finding.

Table 4.1 The Type of Twisting Linguistic Ambiguity Found in *Curannor Kaki Samidi*

No	Type of Linguistic Ambiguity	Frequency	Percentage
1.	Twisting phonological ambiguity		
2.	Twisting pragmatic ambiguity		
3.	Twisting lexical ambiguity		
4.	Twisting structural ambiguity		
	Total		100%