

CHAPTER III

RESEARCH METHOD

This chapter presents the detail of method employed in this research. It consists of (1) type of research, (2) data source, (3) unit analysis (4) data collection, (5) data analysis, and (6) validity of research.

3.1 Type of Research

Before the researcher starts the process of research, she makes a research design. Research design is the preparation that carries out by the researcher to do her research project. Kothari (2004) states:

Research design is the formidable problem that follows the task of defining the research problem which is the preparation of research project. Furthermore, decisions regarding what, where, how much, by what means concerning an inquiry or a research study which constitutes research design.

This section employs (1) qualitative approach, (2) descriptive as the purpose of research, and (3) content analysis as the data analysis.

Qualitative approach is employed since this research intends to understand a particular situation, event, role, group or interaction (Locke et al in Cresswell, 1994, p.161). Ary (2002, p. 25) states that the goal of qualitative approach is a holistic picture and depth of understanding, rather than a numeric analysis of data.

Qualitative research focuses on the process that is occurring as well as the product

or outcome. Researchers are particularly interested in understanding how things are occurred (Fraenkel and Wallen, in Myriam in Cresswell, 1994, p.162).

This research is trying to describe and explain the phenomenon of Javanese's social level by examining the forms of address, so that the purpose of this research is descriptive. Sanders in Babbie (1995, p. 91) states descriptive studies answer questions of what, where, when and how; whether explanatory studies address questions of why.

The data analysis of this research is content analysis, which is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material (Ary 2002, p. 442). In this research, the material used is book, novel entitled *Mangan Ora Mangan Kumpul*. Research which is employing content analysis often focuses on a single entity, such as one person's life or one town's history or one school's student conduct regulation. In this case it employs one single society, Javanese.

This study uses qualitative approach, so that the research instrument is the researcher herself. In addition, Kothari (2004) states qualitative approach is concerned with subjective assessment of attitude, opinion and behavior. Research in such situation employs the researcher's insight and impression.

3.2 Data Source

The data source of this research is primary source. Referring to classification of Kumar (1996, p. 24), the source of this research is mass media. Mass media in this case is a novel entitled *Mangan Ora Mangan Kumpul*. This

research examines all chapters of the novel which is consisted of 129 articles, start form article which is entitled *Badai Pun Sudah Berlalu to Mr. Rigen Menakar Prof. Koesnadi*.

This novel was written by an Indonesian famous author Umar Kayam who was born in 1932. *Mangan Ora Mangan Kumpul* is his article collection that regular published in *Kedaulatan Rakyat*, Yogyakarta since May 12th 1987 to January 30th 1990. This book was published in Jakarta by *Pustaka Utama Grafiti* in 2012, 7th printing. It is soft cover edition, consists of 458 main pages and nine additional pages, including the book cover.

3.3 Unit of Analysis

Unit of analysis in this research is social interactions. Babbie (2005, p. 95) states unit of analysis concerns of what or whom being studied. Social interactions instead of concerning individual humans, it concern between them; such as telephone calls, kisses, dancing, arguments, fistfights, e-mail exchanges, chat-room discussion, and so forth (Babbie, 2005, p. 98). In this study, the unit of analysis is forms of address in utterances which are spoken by two characters; Pak Ageng and Mr. Rigen in a novel entitled *Mangan Ora Mangan Kumpul*. It takes address forms as its unit analysis since the purpose of the study is identifying the social level of Javanese people through the forms of address used.

3.4 Data Collection

The researcher employs document for collecting the data. Creswell (1994, p. 150) mentions documents in an understanding of data collection types means public documents such as minutes of meeting, newspapers, private documents such as journal or diary and letter. For gaining the data, the researcher applies certain protocol which identifies information about document or material and key categories that the researcher is looking for in the source of information (Creswell, 1994, p. 152).

The material in this research is primary material or primary source, and the key category of information source is utterances which contain address forms. The researcher identifies all potential utterances from the first to forty second articles. All potential utterances mean all utterances that are uttered by Pak Ageng and Mr. Rigen to any other characters, including the conversation between those both persons. After her identification reach the forty second article, the researcher thinks that her data collection is already saturated, means there are already too many data that high possibility producing the same result. So that, from the forty third until the rest article; the twelve ninth, she decides to examine the forms of address which Pak Ageng and Mr. Rigen utter to characters that have not appeared in the previous articles.

After the step of collecting data, the research goes to the step of storing data. The way of the researcher storing the data is by making a table which consists of seven columns. Each column represents (1) addresser, (2) addressee,

(3) role relationship, (4) form of address, (5) page, (6) sentence and (7) context.

The table is shown in a following example.

Table 3.1. Table of Data Collection

Addresser	Addressee	Role relationship	Form of address	Page	Sentence	Context

Source: researcher (2013)

3.5 Data Analysis

For analyzing the data, the researcher uses content analysis. Babbie (2005, p. 328) states:

Content analysis is the study of recorded human communications. Among the forms suitable for study are books, magazines, Web pages, poems, newspaper, songs, paintings, speeches, letters, e-mail messages, bulletin board postings on the internet, laws, and constitutions, as well as any components of collections thereof.

Qualitative analysis will be based on data “reduction” and “interpretation” (Marshall and Rossman in Creswell, 1994, p. 154). The researcher takes a voluminous amount of information and reduces it to certain patterns, categories or themes and then interprets this information by using some schemes (Creswell, 1994, p. 154).

In this study, the data is reduced while the process of tabulating the data.

Data reduction runs for two steps; (1) when the researcher decides chapters that she analyzed, and (2) when she categorizes the data from the data collection to the

data analysis. In data collection, all potential forms of address are stored, without considering the data saturation. Then in data analysis it is reduced to table that considered the data saturation, so that there is no input of data that high possibility are interpreted to the same result. The process of categorization refers to Kadarisman (2010, p. 222) who classifies forms of address into three categories; true 2nd pronoun, 2nd pronoun substitutes, and zero pronoun. Further, the researcher develops this Kadarisman's classification into true 2nd pronoun, 2nd pronoun substitutes and other 2nd pronoun substitutes.

After the reduction process, the researcher does the interpretation process. So that after dealing with categorization process, the researcher identifies the social level of Javanese people by relating those address forms to the context of the conversation. The last step of the analysis is making conclusion. The conclusion gives the readers an identification of Javanese Social Level through the Forms of Address in Umar Kayam's *Mangan Ora Mangan Kumpul*.

3.6 Validity of Research

Validity is a term which describes a measure that accurately reflects the concept intended to measure (Babbie, 2005, p. 148). For measuring the validity of the research, the researcher applies triangulation method. Moleong, (2007, p. 330) states:

Triangulasi, yaitu teknik pemeriksaan keabsahan data yang memanfaatkan sesuatu di luar data itu untuk keperluan pengecekan dan sebagai pembandingan terhadap data itu.

Triangulation is a method to check the validity of the data by using something outside the data. This method is needed for reviewing the data.

Triangulation method in this research is done by employing (1) peer review, (2) consultation with supervisors and (3) research seminar. Peer review is one of the methods for enhancing the credibility of qualitative research (Ary et al. 2002, p. 54). They also point that the researcher may have consultation with the supervisors and invite some colleagues to seminar and presented this study (Ary et al. 2002, p. 452). In this case, the researcher does consultation with her supervisors and after she finished, she holds a seminar to present this research.

