

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the researcher elaborates the procedure in conducting the study. This chapter consists of research design, data source, data collection and data analysis.

#### **3.1 Research Design**

The research uses qualitative approach as the data are in form of words instead of number in the speech of Donald J Trump in Phoenix on August 31<sup>st</sup>, 2016 regarding immigration system. According to Ary et al. (2010, p.29), “Qualitative researcher seeks to understand a phenomenon by focusing on the total picture rather than a numeric analysis data.”

The researcher chooses document analysis to identify the ideology of the subject’s speech by using Fairclough’s (1995) Critical Discourse Analysis as the main theory that focuses on the two of three-dimensional approaches, textual analysis in which the source is taken from the transcribed speech of Donald Trump and sociocultural analysis from commenters in the channel as responses to Donald Trump’s speech.

#### **3.2 Data Sources**

The researcher chooses the source which is taken from YouTube containing Donald J. Trump’s speech concerning immigration system along with the steps to overcome the obstacle of the U.S immigration system streamed on

Youtube ([https://www.youtube.com/watch?v=zK2bLUa8e\\_g](https://www.youtube.com/watch?v=zK2bLUa8e_g)) in Phoenix on August 31<sup>st</sup> transcribed by Los Angeles Times, Politics (<https://goo.gl/dCqHCY>)

### 3.3 Data Collection

The data were collected from transcript's utterances which contains modality and attributive adjectives within several steps as follows:

1. Open YouTube and search the immigration speech of Donald Trump in Phoenix August 31<sup>st</sup> by copying the link mentioned in the data source
2. Download the transcribed from Los Angeles Times on politic section.
3. Match the transcribed speech with the video
4. Highlights the modality found in the transcript with Naplan's (2012) table of modal verb level as the main course of theory usage. (See **Table 2.1, p. 11**) with different color mark on each level as follow:
  - High (Red) =  → We **must** change it.
  - Medium (Yellow) =  → We **will** make it better.
  - Low (Green) =  → It **could** happen.
5. Highlights the modality found in the transcript by using USYD (2012) about the modal expression (See **Table 2.2, p. 11**) with blue marked color as follow:
  - a. Modal Expression (Usuality, Probability, Inclination, etc)
    -  → We don't **want** that

6. Highlights the feelings and personality adjective used (See **Table 2.3, p. 14**) by the subject found in the transcript with purple marked color as follow:

b. Adjectives

→ It's bad, really bad.

7. Sort the positive and negative comments taken from Youtube and screenshot the highlighted ones with many likes from other users.

### 3.4 Data Analysis

In order to analyze the data, the researcher did the steps as follows:

1. Identify each modality and adjectives included in the speech by using the highlighted data mentioned in data collection.
2. Classify the modal verbs, modal expressions according to Naplan's (2012) and USYD (2012) theory along with attributive adjectives according to *Wikispace* in the form of table

#### A. Modal verbs

Excerpt	Modal Verb	Types	Level	Paragraph	Line
1					
2					

#### B. Modal expression

Excerpt	Modal Word	Types	Level	Paragraph	Line
1					
2					

### C. Adjective

Excerpt	Adjective Word	Types (✓)			
		Personality	Feelings	Positive	Negative
1					
2					

3. Analyze the perspective of the subject's most intended speech sub-topic in regards of immigration system behind modal verbs use along with modal expression based on Fairclough (1995) textual analysis
4. Analyze the sociocultural analysis based on the commenters responses on the speech by seeing the most comments found out in the speech (positive or negative)
5. Draw a conclusion based on the analysis.