

CHAPTER III

RESEARCH METHODOLOGY

In this chapter the researcher discusses all the elements of research method which related with this analysis, the discussion in this chapter involved research design, object of the research, method of collecting data, method of analyzing data, and method of presenting result of analysis.

3.1 Research Design

Research Design are plan and layout made by researcher as square off the activities to be implemented (Arikunto, 2011). This analysis used descriptive qualitative to describes the types and the function of euphemism in CNN international news, the research related with aspects quality measurement, value and meaning that contain in fact and phenomenon. The quality, value or meaning only expresses and explain through linguistic, language or words.

Creswell (2014) claimed that qualitative research is a method use for begin literature research, this method indicates to expand meaning society and human problem, and involves the question arises, data collected from participant, build from specific to general theme and the researcher gives interpretation from data. The researcher has chosen qualitative as the right method for this analysis because this research expresses and interprets the object base on phenomenon.

3.2 Object of the Research

The object of the research is main part of this research, object of the research analyzed the types and functions of euphemism. The utterance of reporter contained the euphemism had big impact to catch and invite the audience attention to convey the news. Hence, all the utterance already filtered by using politeness and pleasant language before the reporter present the news, these reasons above, the utterance of reporter that contained euphemism in CNN international news are fit as data source in this research.

3.3 Method of Collecting Data

Kinds of data used in this analysis are primary data. Data primary obtain from the data source directly (Sugiyono, 2012). Data is collected by writer directly from main source. The writer collected the data from CNN International news with observation. Observational is a complex process or structure process consist of biological and psychological (Sugiyono, 2012). The writer observed the data source by using the sense with watching, hearing and writing than make into transcript data. This research concerned with utterance of reporter only. Therefore, this research was categorized as non-participant technique which in this case the observer only acts as audience in news. Non- participant is writer does not take part with the activity or object being observed, the writer as an independent observer (Sugiyono, 2012).

There are three steps collecting the data. The first step is the writer watched the CNN international news then heard the news carefully, the second step wrote the utterance of reporter and arrange the noted in one transcript. The last, in the

data transcript the writer highlighted or marked some words or phrase which includes in euphemism base on Kate Burridge Theory (2012).

3.4 Method of Analyzing Data

The researcher used the sociolinguistic approach to connect the meaning of utterance in society. Sudaryanto (2015) said that classification of data related with theory of data. The first investigation in analyzing data search and compare the similarity of various sources, Creswell (Creswell, 2014) used qualitative method for presenting, quantify validity and reliability to interpret data in meaningful, the phenomenon take from utterance of reporter in CNN international news, after classification the data, the results of this analysis consider to find the types and functions of euphemism in CNN international news.

3.5 Method of Presenting Research Result

The last step in the research is presenting the analysis result. The writer analyzed the data with word or phrase from the utterance of reporter in CNN international news. The writer display the result of the analysis in narrative text and used simple table to facilitate the data, this research did not present the data with Chat, calculus, or diagram. Sugiyono (2012) said for displaying data besides of narrative text, it can display with graphic, matrix and chat either. The researcher used the simply language to make the reader easy to understand because the result of analysis used informal method. Informal method is presenting the result of analysis data with simple word (Sudaryanto, 2015).