

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this research was conducted by the researcher using a qualitative descriptive method. Qualitative descriptive method is a method that focuses on issues related to linguistics and conducts detailed research and in-depth observations. Therefore, the use of qualitative methods in research can produce a more comprehensive study of a phenomenon. Methods Qualitative research relates to the way researchers analyze data that has language problems in the community. According to (Creswell, 2018), qualitative research is concerned with words, sentences or data images that have different steps in analyzing data. In this study, researchers find information based on data analysis through interpretation based on facts.

This phenomenon will be explained by using sentences and paragraphs. Therefore, all the findings in the study will be presented descriptively. This research will use expert theory from Allan & Burrige where they are linguists who study euphemism theory. then this study also applies a sociolinguistic approach in which the expert theory is Wardaugh. from the sentence described previously will be used to analyze the types of euphemisms and the function of euphemisms in the tempo.co article. Then in this study, researchers also seek information about data analysis through interpretation based on facts and phenomena that occur in society. The data and research results are presented using words in a sentence to form several paragraphs.

3.2 Object of Research

In research, the object of research is an important part of a study to analyze data. The object of research used in this study will be to analyze euphemisms. The focus of this research is to find out the types of euphemisms and the functions of euphemisms that lie behind the meaning of the tempo.co article. The author uses the theory of euphemism with a sociolinguistic approach to analyze the types and functions of euphemisms in the article tempo.co. Therefore, the researcher uses tempo.co as the object of the research. The object of research is an important part of this research because the object of research is the basis for the data analyzed by the researcher so that it allows researchers to analyze the types and functions of euphemisms. Statements and expressions written in articles that contain euphemistic elements will have an impact on society. In a news writing, the author presents words and language which attracts people's attention and invites the audience to convey the news. Therefore, the use of words and language in writing the news will be the object of this research. the words and language expressed by the author that contain euphemisms in the Tempo.co article are appropriate to be the source of data in this study. The object of research is something that needs to be considered in a study to get scientific results. Researchers must be careful in determining the data used in this study. The object of the research is about the types and functions of euphemisms taken from the source of the Tempo.co article.

3.3 Method of Collecting Data

Creswell (2018), In the method of collecting data, researchers have a way to obtain information data that researchers do. In this study, researchers used non-participatory observation methods, because the researcher observed this study without participants. This option is used to explain phenomena belonging to groups and social structures. Researchers concentrate on the identified events to obtain data. There are several methods in collecting this research data as follows: First of all, reading news articles is the first step in collecting data. because it affects the research to get a deeper meaning, especially for the implied meaning. researchers need to concentrate on reading, and look at the overall meaning of words and language in the news several times. Then in the second stage, the writer highlights words and language and highlights news article texts that have euphemistic elements, then they are classified by the types and functions of euphemisms based on euphemism theory by (Allan & Burrige, 2020).

Then writing and taking notes is the next step. at this stage the researcher records words that have meaning euphemisms. This stage needs to be done so that the words in the text of the news article are not forgotten then also need to be considered when obtaining important data about quotes that contain euphemisms or taboo words in them so as not to missed when obtaining data. Then the next stage is to classify the data obtained previously from the text of the Tempo.co article which is in the form of words, phrases or sentences into the types and functions of euphemisms found in expert theory by (Allan & Burrige, 2020).

Then the researcher also needs to mention that at the last stage this is data reduction. Therefore, this study avoids the occurrence of deviations that are too

far in this study because in fact this research focused on events and phenomena that only contain the type and function of the euphemism itself. in other words there is some data that is not possible to analyze. Afterward the researcher only took data related to the types and functions of euphemisms in the data collected from the text of the Tempo.co news article.

3.4 Method of Analyzing Data

This research will use sociolinguistics identity method and analyzing the data, the researcher will use sociolinguistics approach connected to the meaning applied theory from Sudaryanto (2015) said that classification of data with theory the data the classification data the researcher can find types and function of euphemism.

This research implements the sociolinguistic identity method by linking the problems that exist in people's lives. Words or terms that are crowded in the community are the determining factor in the sociolinguistic approach method. The analysis with a sociolinguistic approach involves language and culture that exist in social life, namely society in general. seen from the aspect of how the development of the language used by the wider community. With this approach method, it is related to how the researcher equates the data with the theory that the researcher explains. in this study classify the data into a method of how researchers analyze the data. In the explanation of this research, the researcher classifies the data found and then applies it using a sociolinguistic approach. Overall the data is processed by classifying the types and functions of euphemisms that are widely circulated in the community. This method explains how researchers analyze data contained in the mass media, namely Tempo.co.

using this sociolinguistic approach is how researchers relate language problems that exist in the community. Classification usually refers to the relationship between the subject and the object of knowledge. In addition, data classification usually includes words, phrases, language, or text on the object of research (Creswell, 2014).

The researcher begins by selecting data that counts as euphemisms and has an essential focus on the issues at hand. Then the data is sorted, which means the researchers here sort the data according to the type and type and the data related to the euphemism phenomenon in the Tempo.co article. The researcher eliminates unnecessary data in order to avoid the subject being too far away. Entering data into the classification based on the types and functions of the euphemism theory proposed by (Allan & Burridge, 2020). Then the researcher discusses and examines the quote data and looks for the meaning implied in the delivery of news based on the euphemism theory. After analyzing the data, the researcher wrote down some of the conclusions in the study.

3.5 Method of Presenting the Research Result

The researcher presented the results of the research as the final step of the research. The researcher analyzed the data in the form of words, phrases, and sentences that have euphemistic elements into a paragraph. then displays the results of the analysis into a narrative for easy explanation in detail. After conducting the analysis, the next step is to present the results of the analysis. Sudaryanto (2015) mentions that there are two methods in presenting the results of the analysis, namely informal and formal presentations. in the analysis of this study, the researcher uses an informal method because it presents it using words,

meaning that the findings can be described in a paragraph which is then discussed by the researcher as a benchmark in presenting the analysis data of this study. In addition, the researcher also presented the results of the analysis which were discussed using informal methods for easy-to-understand presentation. Therefore, the results are presented using words that form paragraphs so that they are easily understood by the reader. (Sudaryanto, 2015)