

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter explains how the research was conducted. It explains the method that was employed in this research. The explanation consists of the research design, object of the research, collecting data method, analysis data method, and the method of presenting the result of the research.

#### **3.1 Research Design**

In conducting this research, the researcher used descriptive qualitative method. Miles, et al. (2014), explained that qualitative method is describing the ways people interact, make an action, and managing situations under particular settings. Additionally, Creswell and Creswell (2018) added that qualitative method is a study that analyzes the social and individual problems. He also added that qualitative method data comes in a form of words. Furthermore, Marshall and Rossman (2016) said that qualitative method can be conducted by identifying, isolating, and generalizations.

Qualitative method and quantitative method also differs in the way to perform the analysis. Flick (2014) introduced two types of major approach on analysis data in qualitative method. The first approach is where the data selected and reduced by grouping the phenomena under one concept. The second approach is where the data expanded by developing more interpretations to it. Flick finished it by saying qualitative method serves the result of analysis in descriptive and generalized statements by comparing materials and texts on several cases.

This research used qualitative method since the data of this research are utterances from NATO Secretary General Stoltenberg speech. Another reason to use qualitative method in this research is that this research aimed to identify the cohesive devices used in NATO Secretary General Stoltenberg. Lastly, the result of this research was presented by using descriptive essay regarding the analysis of cohesive devices in NATO Secretary General Stoltenberg speech. Therefore, this research conducted using qualitative method.

### **3.2 Object of the Research**

This research aimed at analyzing types of cohesive devices in NATO Secretary General Stoltenberg Speech. The types of cohesive devices introduced by Halliday and Hasan (1976) are the object of this research. Speech of news conference of NATO Secretary General Stoltenberg's is the data source of this research. The data was taken from the utterances based on the speech. The sentences are the data of this research to see cohesive devices that was used on the sentences. Meanwhile, the whole speech provided context to the data as a single discourse unit.

### **3.3 Method of Collecting Data**

First step to do before analyzing the data was data collecting. This research used observational method to collect the data. According to Creswell and Creswell (2018) observational method is a method of collecting the data for scientific purposes, through using senses of human body, while noting or recording the phenomena. In this research, the data source is in a form of video and text. Therefore, this research used observational method in collecting the data.

In using observational method, the data were recorded using note-taking technique. Merriam and Tisdell (2016) stated that note taking is crucial in observational method. Note taking is the act of highlighting the data by noting the phenomenon that related to the research. She further added that the notes should be descriptive and detailed. Therefore, this research used note-taking technique to point out the cohesive devices from the speech of NATO Secretary General Stoltenberg.

The first step in collecting the data, the researcher watched the speech video from beginning until the end. After that, the researcher watched the video again while transcribed the speech into written text. The next step was to take a note of cohesive devices that found in the speech text. Then lastly, the data were organized into each category of grammatical and lexical cohesive devices based on the theory of (Halliday & Hasan, 1976).

### **3.4 Method of Analyzing Data**

After collecting the data, the next step in this research was the analysis of the data. The data were analyzed using analytic approach of discourse analysis. According to Flick (2014), analytic approach focused on the internal of the text. It is concern to the way it constructs and positioned to be a discursive text.

The first step in analyzing the data was by carefully reading the discourse while giving concern to the connection between the highlighted data to the whole discourse. Then the discourse were analyzed again, this time by doing line-by-line analysis to further see the connection that was provided by the cohesive device in

the discourse. After that, the highlighted data were sorted into the type of cohesion devices using theory of Halliday and Hasan (1976).

### **3.5 Method of Presenting Research Result**

After finished in analyzing the data, the last step in this research was to present the result of the analysis. The result was presented in a form of descriptive essay. According to Leavy (2017), the result of qualitative research method come in a form of descriptive writing where it should be compelling and engaging to the reader. However, Merriam (2016) stated, that the result of the research could also include tables and pictures. Therefore, in this research the result was presented with both tables and descriptive writings. The table was used to present the findings of this research that already sorted according to its types. Meanwhile, the findings were explained descriptively.