

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

Based on the description above in chapter II, the focus in this research is in the field of pragmatics. Therefore, the method used by the researcher is a descriptive qualitative method. As cited in *Research Design: Qualitative, Quantitative and Mixed Approaches*, the qualitative research is the process involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of data (Creswell, 2009, p. 38). In conclusion, qualitative is the method of analyzing data based on the text and the data cannot be analyzed by using statistical technique.

3.2 Object of Research

The objects of the research in this research are meanings and the types of illocutionary acts on texts found in memes. The data source comes from bundle of memes that contain texts collected from knowyourmeme.com. The data is the texts in the memes that contain illocutionary act. Though speech acts are thought to be possible only in utterances, meme, as explained in chapter I, can also perform an act even in its unuttered form. Since it is mostly used in chat or even forum discussion, it might as well be considered opinion and thought voiced in text and picture for

3.3 Method of Collecting Data

After mentioning the object of research above, the researcher applies the use of observation data collection. According to Nunan (as cited in Griffiee, 2012, p. 177), observation can be used for research data collection. In this case, the researcher uses a passive participant technique. Passive participation means the researcher is present at the scene of action but does not interact or participate (Sugiyono, 2011, p. 145). However, since there are variations of type in memes and great amount of database, the researcher limits the data to just image type and data that have been confirmed in status and submitted around the year of 2010 to 2013. There are steps to how the researcher collects the data:

1. The researcher proceeds to the website knowyourmeme.com.
2. The researcher clicks on the confirmed meme section.
3. The researcher browses for the data that is within the limit, takes screenshot and crops the meme using Microsoft Paint.
4. The researcher sorts them based on their popularity.

3.4 Method of Analyzing Data

After the data has been collected, the researcher will then analyze the data. The researcher uses *Padan* (identity) method. *Padan* method is chosen since the determining device of this research is an outside factor of the language itself (Sudaryanto, 2015, p. 15). The specific technique used for this research is pragmatics competence-in-dividing. Pragmatics competence-in-dividing is one of the five techniques in *Padan* method in which the determining device is the

interlocutor (Sudaryanto, 2015, p. 17-18). The continuous techniques which are used after the base technique are in orders differentiating technique and equalizing the main point technique. These techniques are two of three continuous techniques that can be used to aid the researcher to compare all the relevant deciding factors to all the decided factors in the data. To compare is to find out the similarity and the difference between these two things and later helps the researcher to find the similar main point (Sudaryanto, 2015, p. 31-32). There are also steps to how the researcher is going to do analysis:

1. The researcher starts by explaining the description of the memes found in knowyourmeme.com that functions as the cultural context.
2. The researcher interprets the meaning of the text and its illocutionary act with pragmatic competence-in-dividing technique.
3. The researcher describes the characteristic of the illocutionary interpreted from the text.
4. The researcher compares the differences between the illocutionary characteristics and the characteristic of illocutionary types based on Searle with differentiating technique.
5. The researcher describes the characteristic of the cultural context to decide the modification of illocutionary force of the act.
6. The researcher classifies the illocutionary into its own illocutionary type that shares main similarities based on Searle with equalizing the main point technique.

3.5 Method of Presenting Research Result

After the analysis has been done, the result will be presented in research finding. The result will be presented in informal method. Informal method of presenting is a formulation of words regardless its technical terminologies while the formal method is a formulation of what is generally known as signs and symbols (Sudaryanto, 2015, p. 241). Therefore, the informal method does not involve the use of signs or symbols. However, table can be utilized regardless the method being formal or informal.