

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

Research design is a unified, detailed and specific plans on how to obtain, analyze, and interpret data. Creswell (2009: 36) states that, research designs are plans and the procedures for the research that span the decisions from broad assumptions to detailed method of data collection and analysis. It needed for all processes in the planning and execution of the research, from the preparation stage to the stage of preparation of the report. Creswell divided types of research design into three parts, these are qualitative, quantitative and mixed methods. In this research, the researcher uses mixed method.

Creswell in Sugiyono (2015: 404) state that, “ Mixed Methods Research is an approach to inquiry that combines or associated both qualitative quantitative form of research”. It means that in a research, the researcher uses qualitative and quantitative methods to get the result of the analysis. This analysis process begins with conceptualizing information as research evidence, which can take the form of verbal text narrative evidence (qualitative) or numeric data evidence (quantitative). According to Sugiyono (2015: 404) said that, “By using mixed method the analysis results are more valid because the data could not be validated by using qualitative method can be validated by using quantitative, and vice versa.”

This research is a kind of mixed method research which aims to reveals the figurative languages in the novel and find out the composition scale of figurative languages from the novel. In this research, researcher uses a static or using numbers pattern and percentage to find the result and arranging the sentences to describe the whole research by using the idea, thought or someone theory to identify the research because of explanations above the researcher uses mixed method research to analyze the data.

3.2. Object of the Research

One of the parts in research design is object of the research. It is something to be analyzed in a research. Object of the research in this research is figurative languages found in the novel *Persuasion* by Jane Austen. There are 10 types of figurative language that the researcher use to be analyzed, they are; simile, metaphor, irony, hyperbole, metonymy, allegory, synecdoche, paradox, symbol and personification. To analyze 10 types of figurative languages as the objects of the research, the researcher takes the data from *Persuasion* novel by Jane Austen, which is published by Wordsworth Editions Ltd, United Kingdom in 1993 and has 224 pages. The words, phrases or sentences in the *Persuasion* novel become the main focused that researcher is going to analyze.

3.3. Method of Collecting Data

Data collection methods can be defined as the process and the way of conducting research. According to Sugiyono (2012: 224) method of collecting data is the most strategic step in the study, because the main goal of the study is to get the data. There are four types method of collecting data; interview, observation, documentation and triangulation. In this study the researcher chose to use triangulation method which the method of collecting data using qualitative method and quantitative. In quantitative way, the researcher uses number and percentage in calculation the data result. In qualitative way, the researcher uses document study. According to Sugiyono (2009: 240), document study means the data are collected from writing works, pictures, and soon. It means that document study is the method of collecting data based text to analyze the context.

3.4. Method of Analyzing the Data

In analyzing data, the researcher does the research by doing an independent study to analyze the subject. This study is focus on the using figurative languages in Persuasion novel by Jane Austen. The techniques of analyzing data are as follows:

1. Applying the theories related to the problems and anything needed based on the purpose of the study.
2. Collecting the data and classifying the data based of the formulation of the research.
3. Identifying the figurative languages that used in novel.
4. Interpreting the data.

5. The total items of each type of figurative languages found in the novel are calculated in the percent form.

$$X = \frac{Y}{Z} \times 100$$

Note: X = Total in percentage (%).

Y = Total item of each types of figurative languages.

Z = Total items of figurative language found in the novel.

6. Finally the writer will make the conclusion.

3.5. Method of Presenting Result Analysis

In the way to present result analysis, the researcher combines two methods; they are informal and formal method by Sudaryanto in Lonanda (2013: 13). In informal method, the researcher uses the simple language and in formal method, the researcher uses the symbol to explain the research. The researcher uses words to explain something like definitions, types or else. Researcher also uses table or graphic to show the result of analysis.