

## **CHAPTER III RESEARCH METHODOLOGY**

In this chapter, the researcher discusses the components relevant to the methodology used in the conducting of the research. The discussion in this chapter includes research design, research object, data collection method, data analysis method, and method of presenting findings from the research.

### **3.1 Research Design**

This research used descriptive research and investigated a case adopting a qualitative approach, then performed descriptive research to explain items linked to the research. As in Creswell & Creswell (2018), explained that the qualitative method entails the investigation of social and personal concerns. They also mentioned that qualitative research requires working with textual data. Further, Creswell (2013) added qualitative research methods exploring individual deeper meanings, perceptions, and experiences in their natural surroundings. In addition, Bogdan et al. (2016) described that qualitative research is inductive, instead of gathering data to test predetermined models, hypotheses, or theories, qualitative researchers build concepts, insights, and understandings from patterns in the data.

This research used qualitative method due to this research used phrases and utterances, the Tim Ferriss Podcast as the primary data source. Another motivating factor for using the qualitative method is to achieve the objective of identifying the cohesive devices utilized on the Tim Ferriss Podcast. Finally, the outcomes of this research were expressed and presented through descriptively in word form, which aligns with Merriam & Tisdell (2016) focus on the necessity of detailed and

expressive writing in a qualitative approach. The qualitative approach stresses a rich and thorough description of the findings, creating a rich narrative that reflects the main points of the study results.

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

Object of the research is of the most important term in the research in which the main analysis of this research. The objective of this research was to analyze identify the types of grammatical cohesion and types of lexical cohesion based on the theory of Halliday & Hasan (1976) and Paltridge (2012). The object of this research was an interview video in the Tim Ferriss Podcast. The data obtained from spoken utterances. The sentences represented a data source for this research, which aimed to examine the cohesive devices used in sentences. Furthermore, the complete spoken form functions as the overall background for the context, which leads to a single discourse unit.

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

In collecting data, this research used an observational method as defined by Sudaryanto (2015) this method demonstrates the researcher to collect the data by observing the data source. Direct quotations from individuals that shared their own experiences, thoughts, emotions, and insights during interviews, as well as detailed depictions of people's activities, behaviors, and acts precisely documented through observations Merriam & Tisdell (2016). To gather observational data, researchers must meet specific requirements, most notably depending on the senses of sight and hearing. The sense of sight is critical for understanding the overall scenario, contextualizing of the utterances, which is the focus of this study. The discourse of

an interview podcast as the major data source. Since, it captures spontaneously occurring expressions, as advised by Flick (2014) the emphasis on real-life, daily happenings in their natural contexts is widely recognized as an important characteristic for properly obtaining qualitative data and delivering a true representation of reality.

Meanwhile, to collect the data, this researcher applied a note-taking technique. According to Merriam & Tisdell (2016) note-taking is capturing detailed description by noting and highlighting the data that connect to the research as a source of data for analysis. Thus, this research used note-taking techniques to identify the cohesive devices in the Tim Ferriss Podcast. Furthermore, the researcher completed a number of steps to gather the data. The researcher watched the entire interviewing podcast from start to finish in order to understand the context and collect data. The researcher then took a note and transcribed the conversation into text to make it simpler to analyze and characterize the data when re-watching the argument. Finally, to show the raw data, it was highlighted with colors in line with the phenomenon of grammatical cohesion and lexical cohesion based on the theory of Halliday & Hasan (1976) and Paltridge (2012).

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

In analyzing data, the researcher utilized a referential identity method by Sudaryanto (2015). The referential identity method of analysis goes into the data, examining significant components that are defined by context-related factors other than language Sudaryanto (2015). These factors include the identities of the participants involved, the specific settings in which the phenomenon occurs, the

underlying goals or ends pursued, the sequences of actions or events unfolding, the pivotal points or themes emerging, the tools or instruments used, the prevailing norms or standards governing the context, and the genre or stylistic conventions shaping the discourse. This research used this methodological lens to derive significant insights by putting the data within a larger socio-cultural and contextual framework, allowing for a more thorough knowledge of the phenomena being investigated. As emphasized Flick (2014) that the primary goal of discursive analysis is to increase a more profound understanding of how language usage, including word choice, sentence structure, and the use of various methods of communication, influences the formation of diverse interpretations of events.

Furthermore, the researcher employed a coding process in the analysis of qualitative data. Coding involves assigning marks or symbols to selected data, facilitating the classification and grouping of data based on these identifiers. According to Miles et al. (2014) codes serve as identifiers that provide symbolic meaning to descriptive or inferential data collected during a study, and coding itself is considered a form of analysis. Saldaña (2013) further supports this approach to qualitative data analysis. Saldaña defined a code as a construct created by the researcher, symbolizing individual pieces of data. In this context, the researcher used codes, likely in the form of marking or coloring, to identify, extract, and group data based on the research questions.

To begin the analysis the researcher read carefully the raw data that were highlighted on the script of the interviewing podcast. The researcher worked through the text line by line that contained cohesive devices. Then, the researcher

reduced the highlighted raw data by selecting the main data it focuses on such important main element. Then, the researcher analyzed and identified the selected element based on the theory of Halliday & Hasan (1976) grammatical cohesion and Paltridge, (2012) lexical cohesion.

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

The last step is to present the analysis of the results. The data was classified into two categories: grammatical cohesion and lexical cohesion. This research employed the informal method in presenting the result. As stated by Sudaryanto (2015) the informal method is a method that presents the result using words. It was chosen due to the researcher utilized words and sentences to express the research findings a descriptive manner. Align with Taylor et al. (2016) the main objective of this strategy is to describe the analytical findings in a descriptive manner, intending for the reader to have a clear and speedy comprehension of the subject being investigated.