

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research design is a design to explain the use of methods to analyze a research. This study is designed to find out what the types of Deixis and Deixis are dominant in Donald Trump's "Never, Ever, Give Up" speech. Therefore, the design of this research is a descriptive method with a qualitative research form. Qualitative research is an inquiry whose understanding process is based on the typical method of the logical tradition of inquiry that explores a social or human problem. Researchers construct complex holistic pictures, analyze words, report detailed views of information, and conduct research in natural settings.

The qualitative research produces of descriptive data about expression or written. Descriptive analysis of data for variables in a study includes describing the result through means, standard deviations and range of scores (Creswell, 2009: 228) the aim of qualitative research is get full picture about the object of research. Qualitative research has relation with idea, perception, opinion or believable of object research through descriptive analysis.

Qualitative research is research that is characterized by nature, humans as a research instrument, inductive data analysis, and emphasizes the process rather than the results (Tjahyadi et al, 2020 :82). It means that the study is based on the characteristics of phenomena and the data will analysed using the description not numbers. This study leads to qualitative because it focuses on the description of Deixis and five types of Deixis in Donald Trump's speech and does not include

data in the form of percentages, calculations or numbers. This study descriptive because it describes the types of Deixis in the speech “Never, Ever, Give up” by Donald Trump.

3.2 Data Source

The data source of this research is the speech transcripts "Never, Ever, Give Up" by Donald Trump. In this study, the primary data are all simple or complex sentences containing Person Deixis, Time Deixis, Place Deixis, Social Deixis and Discourse Deixis obtained from speech transcripts. The data taken from this study are five types of Deixis in the speech transcript based on Levinson's theory of Deixis studies. Secondary data source also taken from several thesis and articles discussing which emphasizes that Donald Trump's Deixis contains many Deixis.

3.3 Data Collection Method

Data is important factor on research, collecting data in this study is intended to obtain material information or information that is correct and trustworthy. It is explained that research data are all forms of facts and figures that can be used as material to compile an information.

This research focuses on searching data through documentations, namely written documents in the form of speech transcripts, and followed these steps. Firstly, listened the speech “Never, Ever, Give Up” by Donald Trump several time to understand the sentence in detail. Secondly, searched the speech transcripts “Never, Ever, Give Up” by Donald Trump on the internet. Thirdly, choose the

sentence to be analyzed. Fourthly, marked all of the chosen sentence to be analyzed.

3.4 Data Analysis Method

Data analysis is a process in organizing the data into a categorical pattern and unit of basic analysis. In this study, the data were collected by using the agih method. The agih method is a data analysis method whose determining tool is part of the language in question (Sudaryanto, 2015: 18). The determining tool in the agih method is in the form of parts or elements of the language of the object of research, such as words, syntactic functions, clauses, word syllables, pitch, and so on. The agih method is used to analyze the types of deixis contained in the speech "Never, Ever, Give Up" by Donald Trump.

For data analysis in this study, after collecting data from speech transcripts, this study analyzed the data are as follows: First, determines several words or sentences that included in the deixis expression. Second, classify deixis expression that has been determined based on the criteria. Third, analyzed data based on Levinson's 1983 theory in determining the type of Deixis, namely: Person Deixis, Place Deixis, Time Deixis, Social Deixis and Discourse Deixis. Next determines the dominant type of Deixis used in Donald Trump's speech. Finally, describe and explain the findings.

3.5 Data Validity Determination Method

The validity of a qualitative research in this study can be seen by Rechecking. As a qualitative research, rechecking made the research can be believed, became conventional, acceptable, and responsible. Rechecking is proof of a result or information obtained previously by using several reliable sources. According to (Esterberg in Sugiono, 2013:231). The method of rechecking in this study is to compare Levinson's theoretical explanation regarding Deixis with George Yule's theory. In this study used written documents, use theory from book by George Yule, for rechecking what and how is called Person Deixis, Place Deixis, Time Deixis, Social Deixis and Discourse Deixis. In conclusion, if the explanation from Levinson and George Yule is the same as the Deixis explanation, then it can be said to be valid.

3.6 Data Analysis Description Methods

There are two methods and techniques for presenting data analysis, namely formal and informal methods. The formal method is a presentation method using statistics in the form of numbers and tables. While the informal method is a presentation method using ordinary words to make it seem detailed and unravelling (Sudaryanto, 2015:57) To obtain complete analysis results in this study, the result of the analysis are presented using a formal method in the form of a table and informal method using qualitative description.

The table displayed in each analysed section shows the data findings. The table present serial numbers, data Deixis in the speech ,and describes the types of

Deixis that exist. In the discussion of the findings, the data in each section are presented in their entirety as evidence or facts that the elements under study exist.