

Chapter III

Research Method

3.1 Research Design

Before analysis the data, the writer uses research design for making the research easier, the readers can know the steps that must be done by the writer. Basically, the design of the research is divided into three phases which are planning, implementation, and reporting (Arikunto, 2012:20). Therefore, in this chapter, the writer is going to discuss planning, implementation, and reporting.

3.1.1 Planning

The first step in this research is selecting and ensuring problems to be researched. Furthermore, the next step is doing the literature study and deciding on the appropriate approach to be applied. The final step is proposing the research proposal, which particularly including writing, submitting, and presenting the proposal.

After the proposal, the planning phase is continued by consulting with the lecturer in UNPAS who considered as an expert to support the writer in analyzing the data. Then, the writer reads the selected online newspaper to gain the data. Next, the writer will be analyzing the data based on theories that mentioned before in chapter two.

3.1.2 Implementation

This phase consists of three main steps, which are technique of collecting data, the procedure of analyzing data, and procedure of generating a conclusion. The procedure of collecting data in regards to *Pikiran Rakyat Online*. After that,

the writer has to classify the kinds of English loanword and the process of English loanword formed that exist on articles about technology.

3.1.3 Reporting

As the final phase, it involves reporting the research which is prepared in a paper and revising it. Principally, the report contains the detail information of the entire investigation procedures from the starting point until the ending. Moreover, several evaluations regarding the problem examined will also be set in form of conclusion.

3.2 Research Method

In this research, the writer uses qualitative method in order to reveal the loanwords from the articles on *Pikiran Rakyat Online*. This method was chosen to understand any phenomenon about loanwords. In addition, qualitative method was used to gain new perspective on things about which much is already known, or to gain more in-depth information that way be difficult to convey quantitatively (Straus and Corbin, 1990, as cited in Hoefpl, 1997, p.3).

Meanwhile, a qualitative method is used in order to provide a systematic description of a situation or condition of a phenomenon as factual and accurate as possible. From the definition above it will be appropriate to use this method because this research tries to describe the social or human problem by analyze the data and interpret it until the writer will find the finding from this research. In the qualitative method, there are several ways or method to analyze the data, one of them is a qualitative content analysis. Qualitative content analysis is one of the several qualitative methods currently available for analyzing data and interpreting its meaning (Schreier, 2012).

3.3 The Technique of Collecting Data

Based on the research design above, the technique for collecting data did by writer are as follows:

3.3.1 Preparing the Data

The writer downloads the articles at *www.pikiran-rakyat.com* from *Khazanah* canal's. Then, the writer copies the text from the website to documents. In this case, the topic is chosen because nowadays the loanword usage is not only restricted on daily conversation but it is used in almost mass media, such as television, newspaper, magazine and internet. The writer chose *Pikiran Rakyat Online* because it is one of reliable information online media in Bandung.

3.3.2 Determining the Data

To determine the data, the writer focuses on English loanword rather than loanword from other language. The writer started to find out *Pikiran Rakyat* as an object of this research. After the writer reads all the articles on *Pikiran Rakyat*, then she decided to choose ten articles about technology. Many English loanwords appeared on the technology articles. The writer has to read the articles many times, in order to search and decide which data is going to take to be analyzed.

3.3.3 Selecting the Data

After deciding the objects to be analyzed which are the articles from *Pikiran Rakyat Online* that accessed on January 1st 2018 – April 1st 2018. Within three months there are ten

articles collected containing English loanwords. Then, she underlines or notes all the words that found on the text. The writer has found 153 words English loanwords that will be analyzed on this paper.

3.4 Data Analysis

In this research, the writer uses the technique of qualitative content analysis. According to Stone, Dunphy, Smith, ScOgiivie (1966:5, with credit given to Dr. OleHolsti), content analysis is any research technique for making inferences by systematically and objectively identifying specified characteristics within text. Content analysis may be conducted on written text, transcribed speech, verbal interactions, visual images, characterizations, nonverbal behaviours, sound events, or any other message type. The terms text analysis or text content analysis refer to the specific type of content analysis that focuses on written or transcribed words. Historically, content analysis did begin with examinations of written text. And text analysis remains a vibrant part of content analysis research (Roberts, 1997b).

The history of the technique called content analysis has been documented only piecemeal, with some histories emphasizing text analysis (e.g., Stone et al., 1966); some, computer text analysis (e.g., Diefenbach, in press); and others, specific applications (e.g., Rosengren, 1981), including communication (Berelson, 1952) and psychological diagnosis (Gottschalk, 1995).

Content analysis is a widely used qualitative research technique. Rather than being a single method, current applications of content analysis show three distinct approaches: conventional, directed, or summative. A prerequisite for successful content analysis is that data can be reduced to concepts that describe the research phenomenon (Cavanagh, 1997; Elo & Kyngäs, 2008; Hsieh

& Shannon, 2005) by creating categories, concepts, a model, conceptual system, or conceptual map (Elo & Kyngäs, 2008; Morgan, 1993; Weber, 1990). Mayring (2000:3) We developed a number of procedures of qualitative content analysis amongst which two approaches: inductive category development and deductive category application. Both inductive and deductive content analysis processes involve three main phases: preparation, organization, and reporting of results.

The writer identifies the data into tables to make clearer and easier when the writer calculates the data. The source of this articles from *Pikiran Rakyat* website. The data will be collected, classified, and analyzed the kinds of English loanword in technology articles. To support this research, the writer uses some dictionaries, journals and books as references.

The writer describes the technique of analyzing data in this research as follows:

3.4.1 Preparation

Collecting the articles that contain the English loanwords for three months and focussing in technology articles to analyze in this research. After reading the articles, the writer underlines every English loanwords on that articles and put into tables.

3.4.2 Organization

The analyzed data is based on Haugen's theories that have been explained in the second chapter. In this step, the writer has to classify English loanwords into three kinds which are derived from articles. The writer tabulated ten articles based

on publishing date that can be seen in table 4.1.1 on page 50 in the appendices. Every article has a different number of loanwords. If two articles contain the same loanword, the writer just takes one of them. In addition, from hundreds of English loanwords are sorted by the title of article can be seen in the table 4.1.2 on page 50 in the appendices.

The table of data above consists of six columns: number (to know the amount of data), origin word (the original words which is English), loanword (to list the data that had been identified as loanwords), the kinds of loanword, subject (the article talking about), sentence (the sentences that contained the loanword), translate, and the title.

3.4.3 Analyzing and Reporting

After the data had been collected, the writer reads the whole text to get comprehensive understanding of context for doing the analyzing step. From the compiled data, the writer analyzes the English loanword one by one using Haugen's theory. There are English loanwords without phonetic substitution, English loanwords with partial phonetic substitutions and English loanwords with complete phonetic substitutions which were contained in that articles and find out the process of loanword formed based on PUEBI. The writer draws conclusion based on usage of English loanwords found in articles about technology in *Pikiran Rakyat Online*. There are 153 English loanwords are grouped according to the process of phonological (speech sounds changing from English into Indonesian) and

morphological substitution (structure changing) on the loanwords that the writer found on the text.