Chapter III
Research Methodology

In this chapter, the writer will describe the method that can help her to finish this research as the title "An Analysis of Lead of Headlines News Heading on the Jakarta Post Daily Newspaper". The writer uses qualitative research to analysis the data. Like in the previous chapter, in this chapter will consist some statement from expert.

Research design and procedure of collecting the data will exist in this chapter.

1.1 Research Design

Research method is a scientific way to obtain data with specific purposes and uses. According to Darmadi (2013: 153), the research method is a scientific way to obtain data for specific purposes. The scientific method means that the research activities are based on scientific characteristics, namely rational, empirical, and systematic. The research method consists of two parts qualitative methods and quantiative methods, the writer choose qualitative methods to explore the data and for finish this research.

Qualitative method is a systematic subjective approach used to describe life experiences and give them meaning. The writer use qualitative method for this research is talking about news elements in headline heading news. The theory that will writer use for prove this method is from David Williams (1995) in Moleong (2006:5).

Penelitian kualitatif adalah pengumpulan data pada suatu

latar alamiah, dengan menggunakan metode alamiah, dan

dilakukan oleh orang atau peneliti yang tertarik secara alamiah.

(Qualitative research is the collection of data in a natural setting, using natural methods, and carried out by people or researchers who are naturally interested.)

Qualitative research aims to obtain a full picture of a matter according to the human perspective studied. Qualitative research relates to ideas, perceptions, opinions or beliefs of the person being studied and all of them cannot be measured by numbers.

According to Creswell (2012), qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social human problem. The process of research involves emerging questions and procedures; collecting data in the participants setting; analyzing the data inductively, building from particulars to general themes; and making interpretations of the meaning of data. The final written report has a flexible writing structure.

According to Creswell (2012) too, qualitative methods are divided into five types, there is phenomenological research, grounded theory, ethnography, case study and narrative research.

From that statment above the qualitative methods used to help the writer in describing the data. The result of the analysis will form desciption of the investigation that has been carried out through observations of the individual or group. The qualitative methods especially describing is the best way to help the writer to analyze the data.

The qualitative research of the instrument is the researcher themself. Being an instrument, the researcher must have a broad theory and insight, so that they are able to ask, analyze, photograph, and construct the social situation under study to become clearer and more meaningful. This research is a qualitative descriptive research.

Descriptive method is a method in examining the status of a group of humans, an object, condition, system of thought or event in the present. This type of research seeks to explain certain social phenomena. Research can be divided into several types, based on the criteria of differentiation including the final function and approach. Descriptive research usually has two objectives, to know certain physical developments and describe in detail certain social phenomena.

According to Singarimbun (1989: 4), descriptive research is intended for careful measurement of certain social phenomena, such as divorce, unemployment, nutritional conditions, preferences for certain politics and others.

1.2 Technique of Collecting the Data

The writer has some technique to collect and explore data. The writer must follow the rules that already made. Also, the writer has a method to collect the data, that is:

- The writer will collect the paper from the Jakarta Post daily newspaper as an object in this research.

- By all the paper she got, the writer will only take the straight news from the headline heading.

- The writer gets comprehension from the theories that will be the reference through the library studies.

- To make the research more focus, the writer make a limitation of the study. The writer only choose the news from headline page.

- The writer collects data that will support the research from library as a reference.

- Beside from the library, the writer will also get the references from internet.

- After that the writer will collect the title and the release date then make it in table to make it easier to see.

- Then, the writer will make another table to explain the data that has already collected by her.

- The finish step, the writer will make a conclusion from this research.

- The writer will study this research to make her easier during the presentation.

1.3 Data Analysis

Before analyzing the data, the writer will try to classify the data into several sections. The writer will make several methods, that is:

- Read all the newspaper March edition

- Separate it into straight news, feature or other

- Because the writer will only use straight news, so the content that didn't pass the qualification of straight news will not be used

After collecting all of the data, the writer divides the news into the table based on the type of lead news. The writer will use the 5W + 1H of lead news as a basis for analyzing data and then find out what types of news based on fields.

There is some method to analysis the data, that is:

- After have a data collection of straight news the writer will start it into skimming the news to know if the lead is just in first paragraph or also in second

- Then, the writer will choose which one is the main sentence, if the lead has more than one.

- After that the writer will also analysis the kind of lead, based on the fields. The fields that the writer take is part of the section of the rubric in the Jakarta Post itself, because the news contained in the rubric headline is part of another rubric in the Jakarta Post.

- After done with all the qualification, the writer will start to analysis the data into this table

Lead of the News	Type of Lead	Kind of News