

CHAPTER III

RESEARCH METHOD

This chapter presents the research method of this research that includes research design, technique of data collection and data analysis.

3.1 Research Design

In this section, the writer describe the research design and procedures for collecting samples and data for the study. According to Rumidi (2012:111), research methodology is the primary method used by researchers to achieve their goals and find solutions to the research problems at hand. Therefore, the research design used in this study aims to identify and analyze the language meaning of Situ Cileunca Tourist Object on social media. This research design was chosen to ensure that the research process was smooth and successful. Cresswell (2014:5) also defines research design as the specific procedures involved in the research process, including data collection, data analysis, and report writing.

3.2 Object of the Research

On this research, the focus is on the language meaning of Situ Cileunca Tourist Object on social media. The research method employed is qualitative research. Qualitative research is used to address the research questions and explore the topic in depth. This aligns with Endraswara's perspective (2003:5) on qualitative research, which emphasizes appreciating and understanding the empirical interactions between concepts.

Sugiyono (2013:8) also describes qualitative research as a method based on the philosophy of postpositivism, examining the conditions of natural objects rather than conducting experiments. The writer serves as the primary instrument, employing triangulation in data collection, conducting inductive/qualitative data analysis, and emphasizing meaningful results rather than generalization.

The chosen research method is suitable for analyzing the language meaning of Situ Cileunca Tourist Object on social media. The writer will analyze the advertisement that have meaning implication in order to address the research questions formulated earlier.

3.3 Technique of Data Collection

To efficiently gather the required data, the following steps were taken:

- A. The writer thoroughly and repeatedly studied the language meaning of Situ Cileunca Tourist Object on social media.
- B. Noteworthy the advertisement language from the social media were noted.
- C. The writer analyzed the language meaning in the advertisement from Situ Cileunca Tourist Object on social media. In this case, some words will be classified with seven types of meaning according to Leech.
- D. After analyzing and classifying the language meaning in the advertisement from Situ Cileunca Tourist Object on social media, the writer described the language meaning from each data to one of the type of meaning according to Leech.

3.4 Technique of Data Analysis

According to Moelong (2017:280-281) data analysis is the process of organizing and sorting data into patterns, categories, and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data.

According to Miles and Huberman (1984:19) Qualitative data analysis activities are carried out interactively and continuously. This activity starts from data reduction, data presentation, and drawing conclusions.

1. Data Reduction

Data reduction involves simplifying the data according to specific needs to facilitate obtaining the desired information. The collected data is categorized or grouped into several groups, such as very important, less important, and not important.

2. Data Presentation

Data presentation is the process of visually presenting the reduced data through graphs, charts, and other means to enhance communication and understanding for other parties. This facilitates readers absorption of the information contained within the data.

3. Drawing Conclusion

Conclusion drawing involves presenting the information derived from the compiled and grouped data using specific techniques. Conclusions can be presented at the end or as a closing section to enable readers to derive conclusive insights from the entire research.

By following these stages, the writer can analyze the collected data and draw a meaningful conclusion to address the research objectives.

