Chapter III
Research Methodology

3.1 Research Design

Since the aim of this study is to analyze Figurative Language in Sport News Hangzhou Asian Games 2023 in Kompas.com, the writer uses Descriptive Qualitative research. According to Devy (1997: 76) qualitative research studies are designed to obtain information concerning the current status of phenomena. They are directed toward determining the nature of situation, as it exists at the time of the study. There is no administration or control of a treatment as it is found in experimental testing. The aim is to describe what exist with respect to variables or conditions or situations.

Descriptive research is not intended to test a certain hypothesis, but only describes what it is about a variable, symptom or situation. Understanding this phenomenon can be obtained by describing and exploring it in a narrative (Syamsuddin, 2006: 74). Qualitative research provides the data and research in form description. This kind of done with words to describe conclusion, so the qualitative study data acquire by descriptive either spoken or written.

The researcher collects sports news data about the Asian Games Hangzhou 2023 from Kompas.com, it signifies a targeted effort to analyze how the Indonesian news portal covers this specific edition of the Asian Games. The focus is likely on obtaining information related to the sporting events, participants, medal standings, noteworthy performances, and any other aspects relevant to the Asian Games held in Hangzhou, China. By choosing Kompas.com as the data

source, the researcher is leveraging the platform's reputation for reliable and comprehensive news coverage. The collected data can be utilized to gain insights into how the Asian Games are portrayed in Indonesian media, the prominence given to different sports, and the narratives surrounding the achievements of athletes. This approach also acknowledges the role of media in shaping public perceptions and narratives surrounding major international sporting events. The researcher should transparently detail the data collection methodology to ensure the validity and replicability of the study.

3.2 Data Source

A data source refers to the origin or location from which data is collected, stored, or retrieved for analysis. Data sources are fundamental in the field of data science, as they serve as the foundation for generating insights, making informed decisions, and conducting meaningful analyses across a diverse range of domains, from business and healthcare to research and technology.According to (Moleong, 2012:4) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

According to Moleong (2006: 157), the main data sources in qualitative research are words and actions, the rest are additional data such as documents and others. Resources are the starting point for the emergence of research. Data sources help researchers obtain accurate data. Sources of data in this study included in secondary data. Sudaryanto (2016:224) said that secondary data obtained by researchers were not sourced directly from the speakers' narratives,

but on writing performance reports and the results of the performance of their peer language analyzers, which were provided solely for the benefit of the peer researcher himself.

According to Creswell (2018), the researcher may gather qualitative documents during the research process. These can be either public (such as newspapers, meeting minutes, or official reports) or private (such as private notebooks and diaries, letters, or e-mails). The data needed in carrying out this research are news regarding the Asian games 2023 Hangzhou China in kompas.com.

3.3 Method and Data Collection

In accordance with data collection using the documentation method by making field notes. Data collection is the systematic process of gathering and measuring information from a variety of sources to get a complete and accurate picture of an area of interest. This process is essential in research, statistics, and various fields to answer research questions, test hypotheses, and evaluate outcomes.

This research instrument was carried out by analyzing documents, both written documents and images. The writer applies theory classification of figurative language from Kennedy (1979). The writer mostly take metaphor, personification, simile, apostrope, hyperbole, understatment, metonymy, synecdoche, and paradox which are nine types of figurative language.

The writers employed several data collection methods in this research, including:

1. **Intensive Reading:** The data collection process began with an intensive reading of features from each of the five sub-channels on the Travel channel of bbc.com. According to Riyanti (2021: 27), intensive reading involves carefully reading with the aim of fully understanding the information presented in the text. This method is used to extract the complete meaning from the text. In this step, the author meticulously read a total of fifteen feature articles on the Travel channel to gather relevant data.

2. **Taking Notes**: During this stage, the author identified phrases within sentences in the features that were believed to contain different types of comparative figures of speech. These sentences were then noted as drafts for further analysis. This step ensured that all potential data relevant to the research were systematically recorded for later examination.

3. **Analysis Data:** Analysis data, is the process of examining, cleaning, transforming, and modeling data to discover useful information, draw conclusions, and support decision-making. This process involves several steps and techniques to ensure that the data is thoroughly understood and can be effectively used to answer research questions or solve problems.

In a qualitative research study centered on the theoretical background of journalistic theory and figurative language, the primary research instruments comprise in-depth interviews, content analysis, and textual analysis. Guided by

foundational principles in journalistic theory, these instruments are strategically employed to explore the nuanced dimensions of media communication. In-depth interviews with seasoned journalists and media scholars provide valuable insights into the application of theoretical constructs in news reporting, while content analysis and textual analysis systematically examine news articles, editorials, or broadcast transcripts. This approach allows researchers to uncover patterns related to the use of figurative language, such as metaphors or personification, and to understand how these linguistic elements contribute to the construction of narratives in journalistic discourse. Through these qualitative methods, the study aims to unravel the intricate interplay between theoretical underpinnings and the linguistic choices employed by journalists, offering a deeper understanding of the dynamic landscape of media communication.