

CHAPTER III

RESEARCH METHODS

A. Method of the Research

This research was qualitative research that integrating critical discourse analysis (CDA) with cognitive theory of metaphor (CTM). This approach is the best to study metaphor in discourse. This research belongs to discourse analysis because the sources of data are a political discourse that occurred in the debate of the 2017 Jakarta Governor. Furthermore, CTM is used because the data of this research would metaphorical expressions. CTM can be used to make an inference of the topic and vehicle underlying the groups of metaphorical expressions (Charteris-Black, 2011: 2). CDA is chosen as a method because this method is suitable to be used to analyze the language phenomenon in communication that involves the interests and ideology that is fought for which involves not only textual analysis but also contextual analysis.

B. Data and Data Resource

The data in this research were the words, phrases, clauses, or sentence that contain metaphorical concept occurring in the 2017 Jakarta Governor Election. The data were taken from youtube which the candidate of the Governor and candidate of

vice Governor in every session of debates. Furthermore, the data were only taken from the Anies Baswedan with his partner Sandiaga Uno and Basuki Tjahja Kumala (Ahok) with his partner Djarot Saiful Hidayat.

C. Technique of Data Collection

The data in this research were collected by observation along with the reading and recording technique. The reading and recording technique was used to observe and comprehend data in written form. The researcher transcribed all of the statement which recorded in speech and debate of 2017 Jakarta Governor Election. In this technique, the researcher read the various source of data to find out the words, phrases, and clauses that contain metaphorical concept and extracting the data. The data were collected by the steps of collecting data that are described as follow:

1. Observing and recording every debate in 2017 Jakarta Governor Election.
The subjects of this research were observed and their speech, statement, and rhetoric were recorded in transcript form.
2. Reading the transcript and extracting the linguistic expressions of metaphors: in extracting the data that have the conceptual structure of metaphor. Here, the focus only in words, phrases, and clauses that have the conceptual structure of metaphor, the linguistic expressions that are not have no conceptual structure of metaphor.

D. Instrument of Data Collection

In order to collect the data, this research needs an instrument of data collection. First, the instrument in this research was the researcher himself (human instrument). The researcher acted as the master plan, executor, the data collector, the data analyst, the data interpreter, and as well as the writer who reported the result. Secondly, the instrument in collecting the data was using several indicators of metaphorical expressions that can be seen in appendix:

E. Data Validity

The validity of the instrument is required to achieve the trustworthiness of the research. The criteria of the trustworthiness of this research refer to the following criteria: credibility, dependence, and conformability.

a. Credibility

Credibility refers to internal validity. Here were some strategies that the researcher used in order to achieve the credibility of the research.

1. Check the data repeatedly and carefully in a long period of times.
2. Peer debriefing: this strategy refers to peer examination which means the researcher will communicate the result of the research with the supervisor of this research, which was Dr. Anwar Efendi, M.Si.

b. Dependability

Dependability refers to the reliability of the instrument. Dependability can be achieved by rich, solid, and detail that can clarify the bias of the instrument. The data collected should be taken by according to the instrument which provide rich, solid, and detail definition. Furthermore, it would provide examples of the metaphorical expressions with clear explanation how it can be a metaphor.

c. Confirmability

Confirmability of the research can be achieved if the research is objective. In order to achieve the objectivity of this research, the researcher would provide an external investigator to validate the instrument and to review the project. This research provided the external validator for the instrument of this research. Furthermore, the external investigator (reviewer) would re-check the degree of trust and give an objective view, starting of the process to the conclusion of the research. In this case, the utilization of the external investigators to validate. The external investigator would be a professional who has the knowledge about the topic of this research which includes cognitive linguistics, metaphor, pragmatic, and critical discourse analysis.

F. Data Analysis

After all the required data had been collected through all techniques of data collection, the data were analyzed step by step. The data will be analyzed by the referential method, CDA, and abducting inference method (Krippendorff, 2004: 36). The referential method is the sub-match method that uses referent as a decoding device in analyzing the data. (Sudaryanto, 2015: 15) divided that match method into five categories based on the deciding device which are the referent, the speech organ, other langue, orthography, and partner speech. The referential method was used to see the referent to denote and compare the referential meanings contained within the topic and vehicle to find common ground between them. This method was used to show how cognitive processes occur in generating metaphorical expressions to connect between topic and vehicle, and analyzing the semantic component that constructed the structure of metaphors. Furthermore, this method was used to find the cognitive function of metaphors.

Another method CDA that was used to provide the metaphorical interpretation which involving analyzing the linguistic context and non-linguistic context which cover of what is happening in text and the ongoing social action, who is the speaker, who are the participants, to whom the text addressee, the relationship between the actor in the discourse, and the medium of the discourse. Furthermore, this method was used to verify the consistency of the metaphorical expressions to identify the

ideology along with the abductive inference method. The abductive inference method was used to find the topic and vehicle of the metaphors, to find the pragmatic function of metaphor, and to find the ideologies of the speakers which promote the selection of metaphor in particular discourse. Finally, this method along with CDA was used to draw conclusions on this research. These are the following steps in analyzing the data;

1. First, the data (metaphorical expressions) would be identified using the instrument of the research. Then, metaphorical expressions that occur in the 2017 Jakarta Governor Election were classified according to the users.
2. Secondly, the data would be analyzed using Sudaryanto (2015) referential method with the cognitive approach to finding the topics and vehicles of metaphors. The topics and vehicles of metaphors were is essential in identified the conceptual metaphor. In this part, the conceptual metaphors that were used by Ahok, Djarot Anies, and Sandi would be classified and explained and categorized based on the topic of the metaphors.
3. Then, the ideologies of the speaker that were drawn by the the selection of the topics and the used of vehicles, the interpretation of linguistic and non-linguistic context the interpretation of metaphors did not only explain the meaning of metaphor but the intention of the speakers by analyzing what was happening in text and the ongoing social action, who was the speaker,

who were the participants, to whom the text addressed, and the relationship between the actor in the discourse.

4. After that, the function of metaphorical expressions would be explained based on the cognitive function and pragmatic function.
5. Finally, the conclusion will be taken from the finding of this research.