

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

This study adopts a descriptive qualitative research approach as the data in the form of text or written language. Qualitative methods are suitable for this research because qualitative research involves the analysis and interpretation of texts and interviews to find descriptive, meaningful patterns of specific phenomena. In this sense, as an idiom, it continues to spread and develop over time.

The employment of qualitative techniques depends on the concept and the objectives of the research as well as the types of information that are needed to achieve the objectives. The exploratory research that depend on the qualitative methods of analysis needed an explanation of its deeper meanings and understandings through the subjective views of the respondents. Literature indicates that many researchers are promoting and applying qualitative techniques which can be termed as positive steps toward a deeper understanding of social and human occurrences(Akinyode and Khan 2018).

In this study, researcher will use descriptive qualitative research and concentrate in idiom expressions meaning. Additionally Gunawan (2019) explained that descriptive method will be about a few oppurtunities to solve the real trouble through collecting data, arranging or classifying data, studying and interpreting them. The research will focuses on the idiomatic expressions that used by vlog video Sacha Stevenson. In addition, videos with English subtitles will be used as a second source of research. Instruments are tools used to find and collect data. In this qualitative research, the researcher seeks and collects data by collecting data and documenting it.

#### **B. Research Setting, Subject, and Object**

In conducting this research, the researcher determines the setting, subject, and research object. An explanation of the setting, subject, and object of the study is as follows:

### **1. Research Setting**

The setting of this study is flexible and does not require a specific location because it depends on the researcher and this research uses library research methods.

### **2. Research Subject**

The subjects of this research is idiomatical analysis based on vlog video by Sacha Stevenson.

### **3. Research Object**

The object of the study is idiomatical expressions that found in Sacha Stevenson's Vlog Videos, because the researcher is interested in analyzing the types and meanings of expressions, as well as idiom translation strategies in Sacha Stevenson's vlog videos.

## **C. Research Instrument**

According to Purwanto (2018), research instruments are tools used to collect data in research. The research instrument is made according to the measurement objectives and theory. In this qualitative research, researcher seek and collect data by the researcher as Human Instrument, documentation, and tabulation. The research instrument are:

### **1. The researcher as Human Instrument**

The instrument in qualitative research is the one who does the research itself, namely the researcher. Researchers in qualitative research are people who unlock, examine, and explore all space carefully, orderly, and freely, some even call it a key instrument (Ghony & Al Manshur).

In conducting qualitative research, the researcher has a role as the main instrument. The qualitative researcher collect data themselves through examining documents, observing behavior, or interviewing participants (Creswell 2014). The aims of human as instrument in qualitative research are to collect, classify and analyzing data so that it can be a part of the instruments itself.

### **2. Documentation**

The previous note is documentation. These documents can be letters, photos, text, manuscripts, or artistic creations (Sugiyono, 2015).

Documentation is collecting information from various sources, including books, journals, magazines, newspapers, and the Internet. A documentation approach will be used to collect data for this research. Data is collected by browsing vlog video on the Internet and YouTube, watching videos, and Noting down every word or phrase that is thought to be an idiom before writing it down on separate paper for further analysis.

### 3. Tabulation

Tabulation is the process data or information by arranging it in a table. The purpose of tabulation is to give the information in such a way they become more easily to understand. According to (Hasan, 2006) data tabulation is the making of tables that complete a data that gives a code according to the analysis required. Based on the theory the researcher concluded that Tabulation is a method It is hoped that readers can see the results of the research. Tabulation is a tool to categorize based on the particular and kinds of data that determined in the study of data source in order that it could easily to research with the help of table. A table should be able to summarize all of the data that will analyze:

| No. | Idiomatic Expressions | Types of Idiom | Idiom Translation Strategies | Meaning of Idiom |
|-----|-----------------------|----------------|------------------------------|------------------|
| 1.  |                       |                |                              |                  |
|     |                       |                |                              |                  |

### D. Data Collecting Technique

According to (Cresswell, 2015) the data collection steps include setting the boundaries for the study, collecting information through unstructured or semi-structured observation and interviews, documents, and visual materials, as well as establishing the protocol for recording information. As with other qualitative data collection techniques, observation provides an enormous amount of data to be captured and analyzed—one approach to helping with collection and analysis is to digitally record observations to allow for repeated viewing. (Barrett and Twycross 2018). The data collection technique for this research is library research in collecting data, the steps are below:

### **1. The researcher as Human Instrument**

- a. Researcher design data collection strategies that are relevant to the research objectives.
- b. Researcher select vlog videos to be analyzed.
- c. Researcher analyzed expressions, sounds and language from Vlog videos to obtain types, deeper meanings of idiomatic expressions and translated the Indonesianin NCTs American Idiom Dictionary for obtain data information.
- d. Researcher can determine data collection techniques according to the research process.
- e. Researcher use instrument tools to find ways to search for data during the data collection process.

### **2. Documentation**

- a. Watching video vlogs to understand the contents of the expressions spoken in the content.
- b. Downloading and documenting the full text of the transcript vlog video by Sacha Stevenson.
- c. Watching and searching for the script of the video vlog in the video transcript a second time to check for idiomatic expression characters.

### **3. Tabulation**

- a. Identifying the idioms used in the video vlog by Sacha Stevenson.
- b. Marking the type of idiomatic expressions.
- c. Marking the idiom translation strategies.
- d. Marking the tabulation and exploring the vlog video by Sacha Stevenson by using a qualitative approach to describe idiomatic expression in the vlog video.

## **E. Data Analysis Technique**

Data analysis is the most complex and mysterious phase of qualitative research. According to Sugiyono (2010), data analysis techniques are understood as the process of searching data, systematically collating data from interviews, field notes, and documents, organizing data into categories, describing them in units, synthesizing them, etc. Collate them into sampling

patterns, determine which are important and which require investigation, and draw conclusions so they are easy for yourself and others to understand.

The data analysis technique in this study uses descriptive analytics to gain textual interpretation and content analysis through the perspective of curated video vlogs. Data were analyzed using the theory of six idiomatic expressions (McCarthy & O'Dell, 2010) and using the theory of four idiomatic translation strategies (Baker 2018). The theory is used to explain an idiom used by Sacha Stevenson in her vlogs. When analyzing the data, the researchers took the following steps:

1. Observing idiomatic expressions on Sacha Stevenson's Video Vlog.
2. Identify all types of idiomatic expressions found in several Sacha Stevenson vlog videos.
3. Classify all types of idiomatic then a classification will be given into several types.
4. Categorizing idiomatic expressions, the researcher indicates the number of every type of expression and idiomatic translation strategies in Vlog Videos.
5. Identify all idiomatic expressions into translated the Indonesianin NCTs American Idiom Dictionary.
6. Explain the meaning of the English idiom spoken by Sacha Stevenson in his Vlog Video content.
7. Can be done looking for conclusions from the overall research results.