

## **CHAPTER III**

### **RESEARCH METHOD**

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

This research focuses on President Joko Widodo's speech which were held at the World Economic Forum on ASEAN and in the 16th Annual Forbes Global CEO Conference. In conducting this research, the researcher uses qualitative research method. It is called qualitative research due to the collecting data are in the form of analysing the video. Bogdan and Biklen say in Sugiyono (2014:21), that qualitative research is the method that used to collect the data in the form of words of pictures rather than number. Sampson states in (Bellenger et al, 2012) qualitative research is usually exploratory diagnostic in nature. It involves small numbers of people who are not usually sampled on a probabilistic basis. In qualitative research no attempt is made to draw hard and fast conclusions. It is impressionistic rather than definitive. Qualitative research is related to the research design utilized by the researcher. Based on Sugiyono in ( Nilamsari, 2014 ) document is a note of the past. Document can be in form of letter, picture, text, script, or masterpiece.

The reseacher concludes that this research include to the qualitative research. Since, the instrument of this research are videos that shown President Joko Widodo's speech. Based on Guba and Lincoln in ( Nilamsari, 2014 ) that the terms document distinguished by record. The definition of record is every written statement complied by someone or institution for use testing an event or presenting accounting. While the document is every written or material films, other than record, which were not prepared because of this a request from an investigator.

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

The subject of this research is President Joko Widodo's speech which were held at the World Economic Forum on ASEAN on September 11-13 in Ha Noi, Vietnam 2018 and at the 16th Annual Forbes Global CEO Conferencein Jakarta, Indonesia 2016. It consists of two videos that will be analyze by the researcher to support more evidence of what President Joko Widodo produces in form of non-verbal communication. The researcher decides to choose President Joko Widodo as the subject of this research due

to he is the seventh president in indonesia that has a big influence for the country.

The object of this research is paralanguage. It is explained in the previous chapter how paralanguage take a big influence in communication between small groups or big community as like society. Thus, the researcher is motivated to make a research about paralanguage.

### **C. Research Instrument**

In this research, the researcher applies several instruments to conduct this research. Although, human is a main instrument that needed in qualitative research but there are also some supporting researches that used in this research.

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

According to ( Sugiyono, 2015 ) in the qualitative research, the key instrument of the qualitative research is the researcher itself. From the statement, we can understand that the researcher will do the whole observasion by his own including finding, observing, conducting, and analysing the data. Based on the main instrument, the researcher also uses the supporting instrument to help the researcher in obtaining the data.

#### **2. Documentation**

The supporting instrument that will help the researcher are documentation that shown President Joko Widodo's speech. Documentation is a data which gets the information from various sources of document of something. ( Hancock et al., 2009 ) says that a wide range of written materials can produce qualitative data is documentation. The reseacher concludes that this research include to the documentation. Since, the instrument of this research are videos that shown President Joko Widodo's speech.

#### **3. Tabulation**

Tabulation is a way of processing the data or information by putting the data in a table or chart. The table or chart should be able to summarize all data to be analyzed. ( Ibnu : 2019 ) explains that tabulation is presentation of data in tabular form. Tabulation is a presentation that

frequently used because it is more efficient and communicative. From the statement, it is clear that tabulation is the way in arranging data into rows and column to presenting data of the research. The purpose of tabulation is to present the data in such a way that they become more meaningful and easily understand by readers. Therefore, this research uses tabulation as instrument regarding to arrange some words in data into rows and column.

#### **D. Data Collecting Technique**

In this research, the researcher collects the data from the youtube and the website. Then, the researcher looks for the video that shown president joko widodo's speech. There are two videos of President Joko Widodo's speech that will be collected by the researcher in doing his research. First, President Joko Widodo's speech which were held at the World Economic Forum on ASEAN on September 11-13 in Ha Noi, Vietnam 2018. Second, President Joko Widodo's speech that were held at the 16th Annual Forbes Global CEO Conference in Jakarta, Indonesia 2016.

The researcher used the following procedures of collecting data:

1. The researcher finds the videos on youtube of the speech by the President Joko Widodo.
2. The researcher watches the videos of speech by President Joko Widodo.
3. The researcher observes the videos using paralanguage theory.
4. The researcher analyzes the video in what kind of paralanguage that President Joko Widodo produces.
5. The researcher gives conclusion about the research.

#### **E. Data Analysing Technique**

The data is analyzed by using paralanguage theory. It can be used to identify the kinds of paralanguage or non-verbal communication that produced by President Joko Widodo in his speech that were held at the World Economic Forum on ASEAN on September 11-13 in Ha Noi, Vietnam 2018 and at the 16th Annual Forbes Global CEO Conference in Jakarta, Indonesia 2016. The researcher analyzes the kinds of paralanguage or non-verbal communication in President Joko Widodo's speech using paralanguage theory.