CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

In this study, the writer uses mixed method approach to analyse the data. According to Dörnyei (2007, p. 163) a mixed method study involves the collection or analysis of both quantitative and qualitative data in a single study with some attempts to integrate the two approaches at one or more stages of the research process. The data collection also involves gathering both numeric information as well as text information so that the final database represents both quantitative and qualitative information (Creswell, 2003, p. 20). This is suitable to this research since the writer uses both numeric and text information. The numeric data that the writer got is taken from the rank of the most frequent words that appear in the car classified advertisements whereas the text information is the words themselves.

3.2. Population and Sample

The data that the writer collected are all taken from Jawa Pos newspaper. The writer chooses this newspaper because it is the most popular newspaper in Indonesia in general and in Surabaya in particular. Almost all of the people from different classes of the society know this newspaper. In fact, Jawa Pos has won numerous awards which even make this newspaper becomes more well-known time after time. There are some categories of context within Jawa Pos itself, such

as*; 'Politik', 'Berita Utama', 'Show & Selebriti', 'Metropolis', 'Deteksi', 'Sportainment', 'Iklan Jitu'* and many more. *'Iklan Jitu'* or the section that provides classified advertisement is what the writer is going to analyse. In that section, Jawa Pos provides advertisements about automotives' (cars and motorcycles), properties' (houses and terrains), and electronic stuffs' trades. In car section itself it distinguished into 3 categories; less than 50 million, between 50 – 100 million, and more than 100 million rupiah.

As written above, the population of the data consists of car classified advertisement in Jawa Pos. However, due to the significant number of classified advertisements as they appear in every single day in Jawa Pos, the writer surely must engage a purposive sampling. In this case, the writer chooses Saturday because Jawa Pos gives extra pages for *'Iklan Jitu'* on that day which was a weekend day. Further, the data are taken in the months of Ramadhan in 2012, specifically on 14, 21, 28 of July and 4 of August. It is because according to the agents of *Iklan Jitu*, the most frequent people posting the advertisements is probably the weeks before Eid Mubarak. It is understood because people who sell the cars most likely need money during that time and people who buy the cars possibly need transportation to homecoming**.**

3.3. Technique of Data Collection

To obtain the data, the writer asks his friend who works in Jawa Pos to get a soft copy of car classified advertisements of Jawa Pos. The writer's friend then copied the data that he got from his company and gave it to the writer. The data are

available to the public since it has been published in the newspaper. The file consists of the '*Iklan Jitu*' pages on 14, 21, 28 of July and 4 of August. As it is required, the writer only took car classified advertisements as the data.

Having had the data which is in a .pdf file, the writer then coverts it into a .txt file so it could be read in *Antconc* software. In fact, not all of the car classified advertisements are converted. Rather, the writer took merely the classified advertisements from Surabaya to be focused. Moreover, the writer carefully copied only the classified advertisements without its headers (the brand of the cars), such as; Daihatsu, Honda, Mitsubishi, etc. so that the data can be considered as authentic as it is essential.

Next, all of the car classified advertisements data are classified into three groups just like what it is written in the newspaper. There are the groups whose prices are less than 50 million rupiah, around 50 to 100 million rupiah, and above 100 million rupiah. To make it simple, the writer separates those groups into three files and save them as .txt files.

3.4. Technique of Data Analysis

By having the data in .txt file, the writer can finally put it in the *Antconc* version 3.2.4. which the writer downloaded for free from the author's website at http://www.antlab.sci.waseda.ac.jp/antconc_index.html. According its author, *Antconc* is "a corpus analysis toolkit designed by the author for specific use in the classroom, that includes a powerful concordancer, word and keyword frequency

generators, tools for cluster and lexical bundle analysis, and a word distribution plot" (Anthony, 2004).

By using that offline software, the writer must know what words are the most frequent that appear in a data. The usage of this software is somewhat simple and it is much easier than manually one. At first, the writer should open the file. As the writer wrote before, the file has already distinguished into three files in .doc file and further saved as .txt file. It is because *Antconc* is only able to input .txt, .html, .htm, .xml, and .ant file. In *Antconc*, there are many options available to analyse a data, such as; 'concordance', 'concordance plot', 'file view', 'clusters', 'collocates', 'word list', and 'keyword list'. In this study, the writer will use mostly the 'word list' to analyse the data. (see figure 3.1.)

3.1 The appearance of *Antconc* version 3.2.4.
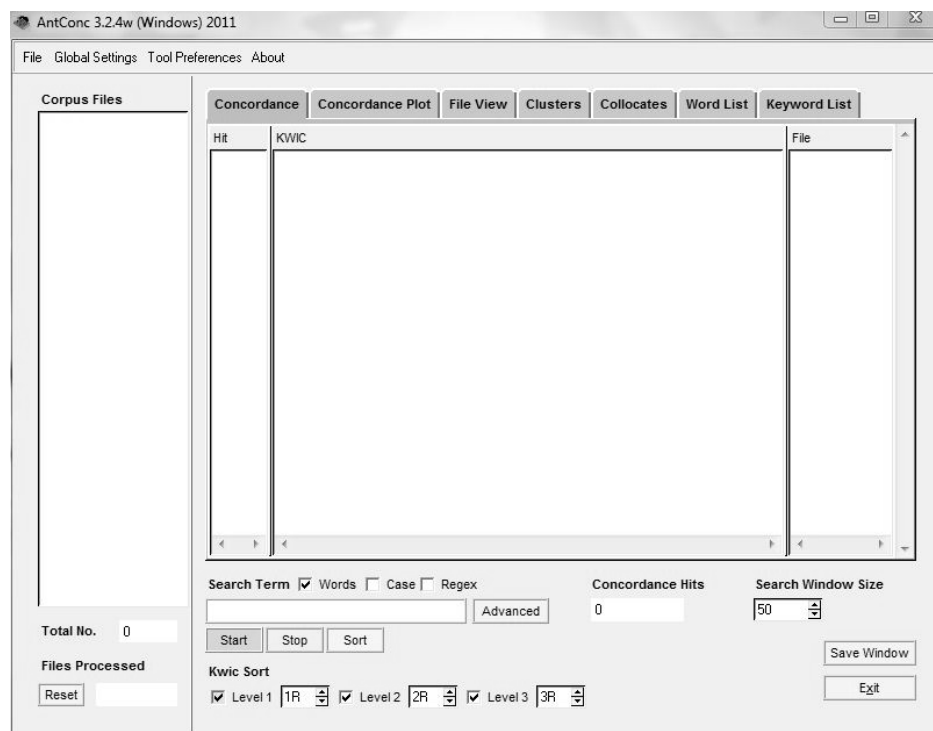
The way of putting file is somewhat simple as well. The writer just clicks 'File' and then 'Open File(s)'. Then, he clicks the 'Word List'. Afterwards, the writer must click 'treat all data as lowercase' so the words would not reappear twice or even more. After that, he clicks the 'START' button on that software to start searching words in that particular file. On its eventual, he could see what words are the most frequent appear in that advertisement. He does the same way to collect the data from the others two files.

The data do not what he all obtained from the files. Normally, to make comparison between groups in such quantitative study, it is required to have an at least 30 participants in each groups (Groom & Littlemore, 2011). Hereby, the writer limited the data into only the 30 most frequent words that appear on the car classified advertisement. Further, the writer does not just collect the data themselves, but he also eliminates the data that are not necessary to be analysed, such as the symbols and numbers.