

CHAPTER III

METHOD OF THE STUDY

The methodology is presented in this chapter to be a tool in conducting the study. This chapter presents the information about research approach, scope and data limitation, techniques of data collection and technique of data analysis.

3.1 Research Approach

Qualitative approach is used in this study because the data were collected from observation within days and only using a frequency in finding the most occurrence data. Qualitative research works with a wide range of data, including various types of texts (Dornyei, 2007). Then he claims that qualitative research is concerned with subjective opinions, experiences, and feelings of individuals. Hancock (2002) states that a qualitative research concerns with developing explanations of social phenomena and also it is producing a subjective data which comes from the writer's perspectives. A number of sample sizes are used in this study and the outcome is the product of the writer's subjective interpretation of the data. Several alternative interpretations required for the result of the analysis, and in the end the writer will reveal the possible interpretations.

The analysis of this present study would not use major calculation for finding result because it is a qualitative research; however, the writer attempts to find the occurrence of which sub-columns that would occur often; the result come from the writer's subjective or perspective in analyzing the data. The writer only

provides two or more possible interpretations and not taking further conclusion that could be resulted in Semantics case.

3.2 Population and Sample

The data are limited to headlines from The Jakarta Post Newspaper for Online Edition. The online version could lead a faster retrieving for any information a reader needs. The writer uses Newspaper Headlines in The Jakarta Post Online Daily Newspaper in *www.thejakartaposts.com* as the source of the data in this study. There are five sub-columns in which the headlines were taken: *Headlines*, *Business*, *National*, *Archipelago*, and *Jakarta* because these sub-columns are presenting more factual news than the other main columns which are presenting information about lifestyles, views, and mostly contain about the opinions of the authors. The headlines are taken for about 61 days in random sampling starting from October 1st until November 30th, 2014.

3.3 Techniques of Data Collection

In order to collect the data, the writer uses online research from *www.thejakartapost.com*. The writer took random samplings of each news headline on the every targeted sub-column within 61 days starting from October 1st, 2014 until November 30th, 2014. The writer took a note of the headlines which related only to ambiguities. The next, the writer found some headlines which could be categorized as ambiguous headlines and eliminate other remaining data that cannot be valid to be used as the data. After conducting an online research

from www.thejakartapost.com, the writer takes some steps in analyzing the data as follows.

3.4 Techniques of Data Analysis

In order to analyze the data, the writer takes some steps as follows:

1. Classify the headlines

Firstly, the writer classifies the ambiguous headlines into lexical and syntactic categories. The first one is to analyze the word level, and the next is to analyze phrase and sentence level.

2. Draw the Phrase structure tree

Secondly, the writer draws the Phrase structure tree in order to reveal the hierarchical order of the headlines manually for syntactic ambiguity;

3. Reveal the possible interpretations

Thirdly, the writer will reveal the possible interpretations of each data;

4. Interpret the Data

Lastly, the writer will interpret the data from each discussion as the result based from the analysis. The writer reveals the possibilities of interpretations based on the hierarchical structure that occurred as ambiguous headlines.