

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Approach**

This research uses qualitative approach in order to obtain and analyze the vocabulary pattern, syntactic pattern and intonation pattern which are used by football commentators. Obviously it is understood that qualitative approach is far from quantification, number or calculation, while on the contrary qualitative approach is a research procedure that produces descriptive data in term of words, either written or spoken from people, respondents or objects and their perceivable attitudes (Moleong, 2008).

There is a reason why this study uses qualitative approach. The reason why this study uses qualitative approach is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them (Creswell, 1998). In this study the phenomenon is the language used by football commentators and the football commentators bring the language to us. Therefore, the objective of the study, which is to describe the syntactic reduction, syntactic inversion and vocabulary of football of the phenomenon, belongs to the ideas of qualitative study (Creswell, 1998).

### **3.2 Source of Data**

The source of the data in this study is the speech of the play-by-play commentators who were reporting on the play by play-by-play moment of Champions League Final 2012 match between Bayern Munich and Chelsea. The sample is taken from the website (<http://forum.wiziwig.eu/threads/59286-UEFA-Champions-League-2011-2012-Downloads-No-Spoilers/page36>) which provides the video of full football match in Champions League 2011-2012. Then the writer downloads it and save it to his laptop as GOM Media file (.mkv) format.

### **3.3 Techniques of Data Collection**

In collecting the data of this study, the writer did some steps starting from looking for the video of the full match until making the transcription. First, the writer searched for the video of the full match of Champions League Final 2012 in Google. After that, the writer found the video of the full football match of Bayern Munich versus Chelsea in Champions League Final 2012 in the website. The writer downloaded the file via Internet Download Manager. Then, the writer saved it to his laptop as GOM Media file (.mkv) format. Finally, the writer made the transcription of the commentators' talk.

In short, the research data were collected in the following order:

1. Searching for the video of the full football match of Bayern Munich versus Chelsea in Champions League Final 2012 in Google.
2. Downloading the file.
3. Saving the file to the laptop.

4. Making the transcription of the commentators talk.

### **3.4 Techniques of Data Analysis**

In analyzing the data of this study, descriptive analysis was applied to describe the pattern of delivering certain moments done by the commentators. It is a consideration of the need to describe the vocabulary pattern, syntactic pattern and intonation pattern of certain moments in which they occur. There are some steps of data analysis. First, the writer watched watched the video and listened to the speech delivered by the commentators carefully. Then, the writer identified and classified the data based the vocabulary pattern, the syntactic pattern and the intonation pattern. Then, the writer analyzed analyzed the use of the vocabulary and related its meaning to its context of use. The writer then defined the meaning based on the context of use and compared it to Coggin's theory. After that, the syntactic pattern was analyzed by using Holmes and Radford's theory. Furthermore, the intonation pattern was analyzed by using Well's theory. Finally, the writer interpreted the results of the data analysis and drew the conclusion.

In short, the research data were analyzed in the following order:

1. Watching the video and listening carefully to the commentators' talk.
2. Identifying and classifying the vocabulary pattern, the syntactic pattern and the intonation pattern using Speech Analyzer 3.1 application.
3. Analyzing the vocabulary pattern, the syntactic pattern and the intonation based on the theories and relating its meaning to its context of use.
4. Making the interpretation and drawing the conclusion.