

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

In this study, the writer uses mixed method. According to Dornyei (2007, p.44) mixed method is the combination of qualitative and quantitative method single research project. Mixed method approach usually integrates the result of the two methods which involved data collection of both numeric data and text during interpretation (Creswel, 2003, p.24)

This approach is suitable for this study because in the quantitative part, the writer is going to use numerical data that is frequency of vocabulary obtained through automatically calculated computer assisted software *AntConc*. Furthermore, qualitative approach in finding certain words and collocates from magazine articles and also interpreted the data collected in order to identify the common words used in GADIS magazine and Hai magazine. The difference of common words used between boy and girl is described as a phenomenon of language that is analyzed through the writer's point of view by using some theories.

3.2 Source of Data

Corpus linguistics is the study of language data on a large scale the computer aided analysis of very extensive collections of transcribed utterances or written text. (McEnery & Hardie, 2012). The collection of words is usually called as a corpus. The distribution of sample means is approximately normal, provided

the samples are reasonably larger above 30 (McEnery & Hardie, 2012). Therefore, in collecting the corpus for this study the writer first selected the source of data which are taken from 30 edition of magazine: 15 editions from girl's magazine GADIS magazine and 15 edition boy's magazine Hai. The data of this study are Hai magazine edition from January 7th 2013 to April 21th 2013 and GADIS magazine edition from January 4th 2013 to June 3rd 2013. The writer chooses GADIS this edition because the writer conducted this research on July 2013 and June as the last magazine edition is the previous month to July. Beside, to make easier the writer chooses Hai in this edition treat the same first month of edition in GADIS magazine that is January.

A total number of 120 articles have been taken from 150 pages of girls' magazine and 150 pages of boys' magazine. The first four articles from each magazine have been collected as samples. For GADIS girls' magazine, there are 60 articles: fifteen articles in forty five pages from fashion topic, fifteen articles in thirty pages from hi-tech topic, fifteen articles in forty five pages from school topic and fifteen articles in thirty pages from music topic. For Hai boys' magazine, there are 60 articles: fifteen articles in thirty pages from fashion topic, fifteen articles in thirty pages from hi-tech topic, fifteen articles in forty five pages from school topic and fifteen articles in forty five pages from music topic.

GADIS is a teenage magazine that very popular in Indonesia published by PT Gaya Favorit Press, Femina Group with Palupi Ambardini as editor in chief. GADIS is the oldest one in Indonesia as girl magazine in the 1973. (Junaedhi , 1955, p.101). GADIS magazine became the best friend of Indonesia's teenage girl

as source of all information and inspiration. GADIS magazine is a magazine that published 10 daily. GADIS magazine is the best friend for girls' aged 13-17 years old in Indonesia.

Hai is a brand of magazine published by Gramedia Majalah, a division of Kompas Gramedia with Dani Satrio as editor in chief. Hai Magazine is a magazine published weekly. Since first published on January 5th, 1970 this magazine became Indonesia's first teen boy magazine. Hai is the only popular magazine for boys in Indonesia, in Junior High School and Senior High School aged 14-18 years old Indonesia. Hai may become the reference of the life style Indonesian boy.

3.3 Technique of Data Collection

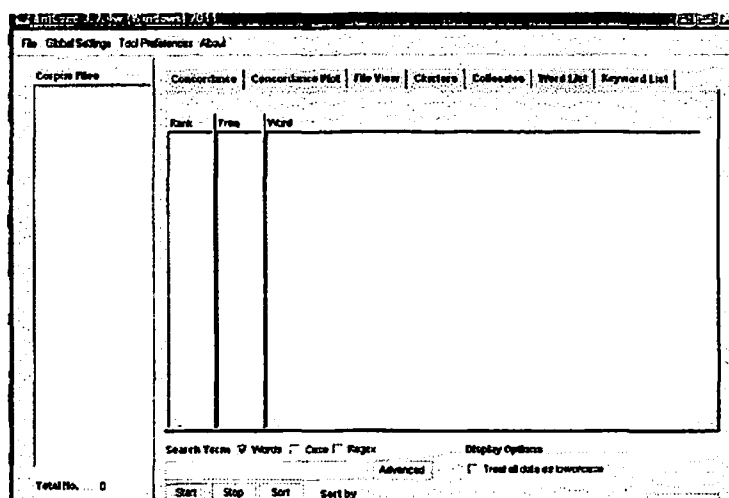
In conducting this study, the writer collected the data through five steps. The first step, the writer obtained 15 edition of GADIS magazine and 15 edition of Hai magazine in bookstore. Secondly, the writer selected the same article from both magazines that are school, music, fashion and hi-tech. Thirdly, the writer scanned those articles of both magazines. Fourthly, the files result from scanned is PDF then converted into txt files so that they can be analyzed by using AntConc software. In short, technique of data collection are :

1. Obtained GADIS magazine and Hai magazine in bookstore.
2. Selected the same article from both magazine
3. Scanned the article of magazines
4. Converted the files result from PDF into .txt. by OCR

3.4 Technique of Data Analysis

After collecting and selecting the data, the writer used some steps to analyze the data. First, the writer processed the corpus data by the computer software *AntConc*. According to Anthony (2011), *AntConc* is “a freeware concordance program for Windows, Macintosh OS X, and Linux”. This technique does not spend more time to arrange the data. All of the steps have been done by using computerization. This software only can read the data which format is .txt. The tools allow the production of word frequency.

The *AntConc* Software Screenshot



Second, the writer grouped the articles of girls' and boys' magazine into four topic that are fashion, school, hi-tech, music. Third, the writer put the word and the frequency of occurrences in table. Beside, the writer deleted the non word class (for example, *kami, kita, dua, apabila, ini, itu, berikut, sang, para, sini, seperti, kemudia, bahwa, yaitu*). Forth, the writer classified the words from the data into word class that are noun, verb adjective and adverb. The writer had to

select the words manually because the word list in *AntConc* does not have the word class. The writer only took top ten words from each topic of articles. Fifth, by comparing the data from all class categories, we can get information what words that is often used by girls and boys in magazine article what the similarities and the differences. Finally, the writer made an interpretation from the result that is based on theories as mentioned in chapter 2.

In short, the procedures of data analysis are:

1. Running the files by using *AntConc* software.
2. Grouping all of boys and girls articles based on same topic, such as fashion, school, hi-tech and music.
3. Putting the word and the frequency of occurrences in table.
4. Classifying the word into verb, noun, adjective and adverb.
5. Comparing the common words between boy magazines and girl magazines on the same topic.
6. Interpreting the result

CHAPTER IV

DISCUSSION

