

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

Since this study deals with numeric and descriptive data, the writer used mixed method including qualitative and quantitative as the approach of analyzing this research. According to Dornyei (2007, p.163), mixed method is a study which 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. This research also involves different combination of qualitative and quantitative research either at the data collection or at the analysis level (Dornyei, 2007, p.24).

The use of mixed method approach is because both qualitative and quantitative have roles to play in theorizing in this research. The quantitative part is the computerized step in calculating the frequency of the data which appears by a selecting computer program embedded in a corpus tool. Some numeric information will be shown at the computer program, including the rank and the frequency of the data, which should be interpreted further. The qualitative approach is used to determining and identifying the data structurally which produced in selecting program by a corpus tool. As a consequently, the content word of UK and Indonesia Muslim fashion shops' description, such as "Islamic" and "fashion" with its

frequency and variety can only be determined by using a mixed method approach as an appropriate way to find the data statistically and structurally.

3.2 Corpus

In a corpus, the writer tried to analyze the data as a means of what the language is really like (Ludeling & Kytö, 2008, p. 4). There is no data changed as they are taken from the source. In this study, the entire data are taken from websites with a computer and an internet connection as the tools. The data are from the Muslim fashion shops in UK and Indonesia. The corpus consists of the description of these shops. In this case, the corpus can further be divided into two sub corpora, Indonesia corpus and UK corpus.

Since Indonesia has many online shops and the shining time of Hijabers community, lately, the writer found that several of Hijabers community's committee and member started to open Muslim shop business which later became popular shops in Indonesia. Then, the writer tried to relate it into corpus linguistic studies. The criteria for choosing this corpus are as follows. The shop must be an online shop established in Indonesia and must sell a variety of Muslim stuffs, in this case the writer tried to take a look at only shops that specialize in selling hijab/ /scarf/veil, jilbab/hijab, abayas, jubas, set of clothes such as Muslim's top and bottom as well, and hijab accessories.

Since the corpus analysis requires a good number of words to be analyzed, the writer only selected the Muslim fashion shop that has a description of at least 40

words from the search in the internet, the writer found 20 shops that fulfil these criteria. This sub corpus is named as “Indonesia corpus”. The data confirm that the total number of words in this corpus is 3,066.

Then, for the UK corpus, the writer also selected 20 shops so that the number is the same as that in the Indonesia corpus. Since the UK corpus consist of maximum amount of words than Indonesia corpus, The criteria for choosing the UK corpus is picking up the 20 shops which has the highest word than the other. Thus, the number of UK Muslim shops’ word is 6,407 and this sub corpus is named as “UK corpus”.

3.3 Technique of Data Collection

In collecting data, the writer took several steps. The whole data are taken from internet as well as blog or website. These steps are important to lead the writer collect the precisely data needed. The data are taken with internet accessed and recorded by using computer application. There are some steps taken in collecting the data as well as by the writer prior knowledge. First, the writer opened www.facebook.com and click in search box to found some Muslim shops both in Indonesia and UK which using English language as their description. The writer uses facebook, because in fact, some of the Shops provide their website in their facebook’s information. Another Muslim shop description data also derived from www.google.id for Indonesia Muslim fashion shop and www.google.uk for UK Muslim fashion shop, and put the keywords “Muslim Fashion shop in UK” and “Hijab store” in Indonesia. The term “Hijab” used in keywords by the writer because in this time, the word “Hijab” is very

popular in Indonesia. In case of Indonesian Muslim shops, only several of them use website as their shop's promotion, some of them using the benefit of free social media such as Facebook and Twitter to promote their product. Inversely, the Muslim shops in UK tend to use website as their official promotion, so the writer could easily took the data in "About Us" box found in every website.

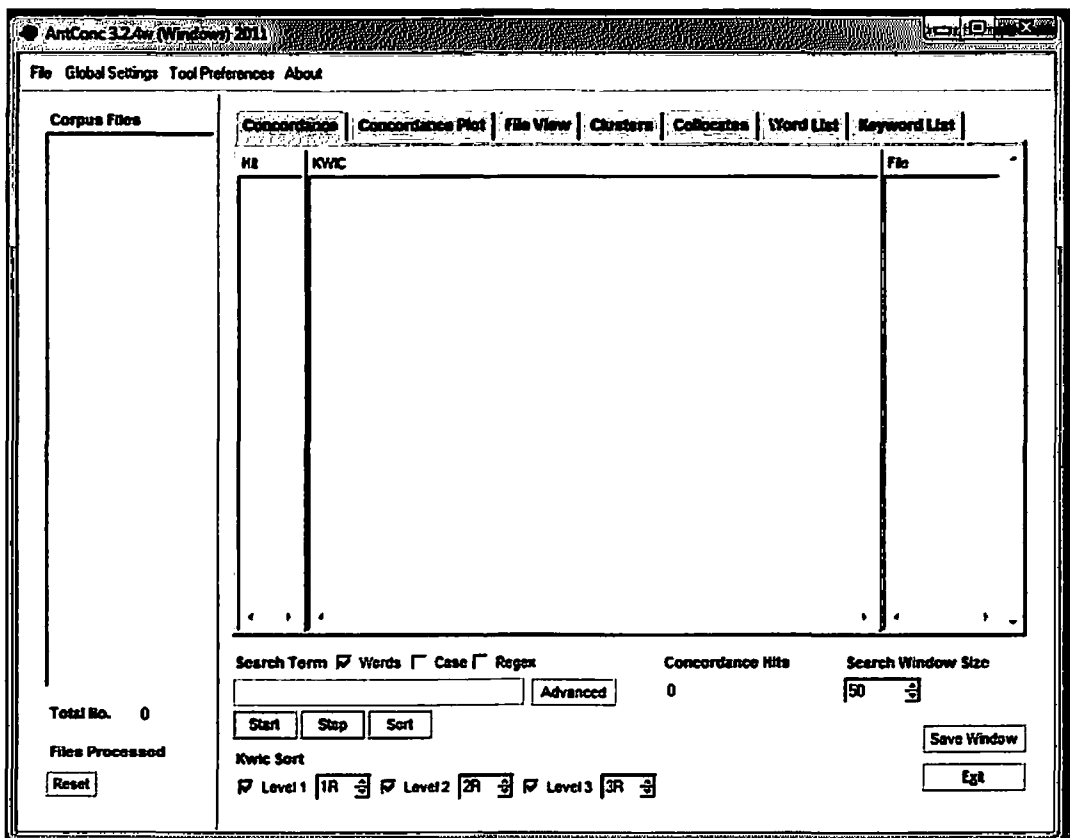
Then, the writer copy and paste the data needed into Microsoft Word in a separated column and file, re-read the data properly, give a number the data prospective and selecting the appropriate data input. After made the two files into .txt format, then labelled the data in a thesis' file with tag "thesis data Indonesia" and "thesis data UK". After the data prospective found and derived to Plain text or .txt format, the writer analyzed them using *Antconc 3.2.4w* software to find out the frequent word, calculating the collocation of the data, the rank, the amount of content word commonly use, even for finding out collocation, wordlist, cluster appears and a concordance as used in Indonesia and UK Muslim fashion shop data.

3.4. Technique of Data Analysis

In analyzing the data, the writer uses some steps to finding the results of the data. Firstly, the writer use *Antconc 3.2.4w* software to classify and calculates the frequency of content words automatically by importing the file into the computer program. *Antconc 3.2.4w* software is a freeware taken from www.antlab.sci.waseda.ac.jp/software.html. It is a multiplatform tool

for carrying out a corpus linguistics research and data - driven learning (Anthony, 2011). The steps are as follows, by clicking Open "thesis" folder → run *Antconc 3.2.4w* software application → click File → Open File → choose the appropriate file → click file as a pointing file in software → click WordList → start. For the overview of AntConc 3.2.4w software, the screenshot is presented in Figure 3.1.

Figure 3.1. The Screenshot of AntConc 3.2.4w



Then, the most frequent Wordlist will appear followed by the rank and the frequency of appears. The numeric data known as the quantitative approach. To know the concordance, just click the content word needed, for example in "*thesis data Indonesia20*", the frequent content word is "*fashion*" then click it, the software will show the Key Word In Context of "*fashion*" words properly as a qualitative approach. After that, when we click the word "*fashion*" in Concordance column or KWIC (Key Word In Context), the software will automatically show from which part of the data these words were taken in detail. Then, if we want to know further about the Cluster , simply click Cluster tab on above part of the software and fill "*fashion*" in search box → click start, then the cluster words of "*fashion*" will automatically appear with the details of rank and the frequency as a quantitative approach report.

In analyzing the data, the writer also interviews some owners of the Muslim fashion shops in order to confirm and support the result from the corpus.

CHAPTER 4

DISCUSSION