CHAPTER III

METHOD OF THE STUDY

This chapter is divided into four parts. The first part is the approach of the study; the second part is the corpus and sample. The third part is the technique of data collection and the last part is the technique of data analysis.

3.1. Research Approach

A method plays an important role in every research because without using a good method, the thesis writer will get difficulty in developing his idea. Douglas (1995) describes research as a scary word for most people; therefore it needs a correct and planned method in order to grab the best finding. It is in line with Razavich (1991) who wrote that research method refers to general strategy followed by gathering and analyzing the data necessary for answering the question at hand. This chapter explains the research procedures which are applied by the writer.

This study mainly focuses on *Gairaigo* (japanese loanword from english) found in "Nipponia magazine" which was published in November, 2006, since the writer analyzed and explained the data concerning the word meaning. This study uses descriptive qualitative approach. Qualitative method is a method that does not involve measurement or statistics (Boeree, 2005). This method is exemplifying a common belief that it can provide a deeper understanding of social phenomena than obtained from purely quantitative data (Silverman, 2000).

According to Myers (2002), a major strength of the qualitative approach is the depth to which explorations are conducted and descriptions are written (cited in Neil, 2006).

This study uses qualitative approach because it is concerned about how words are processed. This research aims to acquire an indebt understanding of human behaviours and the reasons that govern human behaviours too. Descriptive approach is chosen as it can describe semantic changes processes that used in nipponia magazine. According to Key (1997), descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation.

3.2. Sample and corpus

3.2.1 Sample

The data of this study were taken from Nipponia magazine that was published in November, 2006, which has 20 articles. The writer has those 20 Japanese articles in nipponia magazine translated into roman aphabet by a Japanese student departement of Airlangga University. After that, the writer identified and underlined the loanword from English that are found in these articles. Nipponia magazine is the only one official magazine for Japanese tourism.

Based on official website of Nipponia magazine (http://web-japan.org), Nipponia magazine is a quarterly magazine that introduces modern Japan to people all over the world. It contains information about Japan (e.g. Life, culture

food, customs, and entertainment traditional performing arts, sports, *anime*, *manga*, events, history Japan, nature, science and technology). This magazine is not only addressed to Japanese people but also to the people in all over the world. Because of those reasons, the writer found many Japanese loanwords in this magazine.

3.2.2 Corpus

In this study, the writer only takes the data only from Nipponia magazine. Because of the availability and restrictiveness of the magazine, the writer only chooses the newest edition in the library of the Japanese department of faculty of humanities of Airlangga University. The writer conducted this study on the scope of English word in Japanese loanword, especially in semantic changes (broadening, narrowing, amelioration, pejoration, weakening, and semantic shift) in media, in this case is Niponnia magazine. He chose English word in Japanese loanword because Japanese language has many English words in their loanwords.

3.3. Techniques of Data Collection

The writer gathered the data from nipponia magazine, November 2006 edition. In collecting the data for his research, there are several things that the writer did. First, the writer has those 20 Japanese articles in nipponia magazine translated into roman aphabet by a Japanese student departement of Airlangga University. Second, after translated into roman alphabhet, the writer read 20 articles in nipponia magazine.

Third, the writer identified and underlined the loanword from English found in these articles. The categorization of the loanword is based on the definition about the loanword it self, that is, a word that is normally used in speech community and is borrowed from other language. In helping categorizing this loanword, the writer used the *Kamus Kata Serapan Bahasa Jepang* by Bachtiar Harahap, m.ed. Published by Pt. Gramedia Pustaka Utama, first edition, 2006, in order to know whether the words are loanwords or not. After that, the writer categorized loanword from english or not. In helping categorizing, the writer also used Oxford Advances Learners Dictionary 7th edition published in 2005. The writer chose those two dictionaries because that two dictionaries are valid dictionaries used for studying English and Japanese loanwords in Indonesia. Special for Bactiar Harahap dictionary, it was run up to a validation from the embassy of japan in Indonesia.

3.4. Techniques of the Data Analysis

The writer uses semantic changes to analyze the data. According to Tsujimura, when borrowing takes place, some changes in semantic contents of the original words seem to be usual. It also seems that the different origins of loan words contribute to a certain orientation that the words carry (Tsujimura, 1996). The semantic changes of Japanese loanwords naturally follow the Japanese linguistic rules. Thus, this research examines the semantic changes that occur in Japanese loanwords.

In analyzing the data for his research, there are several things that the writer did. First, the writer identified the Japanese loanword meanings found in Nipponia magazine using three kinds of dictionaries, word by word. First, the writer used the Oxford Advances Learners Dictionary 7th edition published in 2005 for identified the English meaning of Japanese loanword. Next, in helping identifying the Japanese meaning, the writer used two dictionaries. There are *Kamus Kata Serapan Bahasa Jepang* by Bachtiar Harahap, m.ed, published by Pt. Gramedia Pustaka Utama, first edition, 2006 and *Iwanami Kokugo Jiten* 5th edition by Iwanami Shouten, Tokyo, 2010.

Second, the writer compared the meaning of Japanese loanwords found in Nipponia magazine. The writer compared the first meaning from the Oxford Advances Learners Dictionary 7th edition and the second meaning from *Kamus Kata Serapan Bahasa Jepang* by Bachtiar Harahap and *Iwanami Kokugo Jiten* 5th edition by Iwanami Shouten, Word by word.

Third, the writer classified the Japanese loanwords meanings based on the theory of semantic changes processes proposed by Crystal. Fourth, the writer analyzed the loanwords which are found in the articles in Nipponia magazine based on the semantic changes process undergone by those loanwords, based on the theories of semantic changes process. Fifth, the writer determined the frequency of each type of semantic changes process. Then, the writer determined the percentage of each type of semantic changes process by applying the formula:

$$\text{Percentage of each type} = \frac{N \text{X} 100}{M}$$

N= amount of occurrence of each type of semantical processes

M=amount of whole semantical processes

Sixth, the writer drew the data results in pie chart. The pie chart can show the most dominant process clearly and tell the percentage of other semantic changes type. Finally, the writer interpreted the result of the data.

CHAPTER IV

DISCUSSION