

CHAPTER III

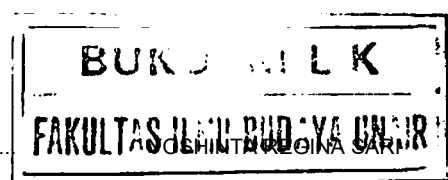
RESEARCH METHODS

3.1 Research Approach

In this study, the writer analyzes the data using qualitative method. According to Dorney (2007, p.37), there are two characteristics of qualitative approach which is used in this study. First, the nature of qualitative data works with a wide range of data such as recorded interview, text such as documents, notes, image, etc. Second, interpretive analysis which means the research outcome is ultimately the product of the researcher's subjective interpretation of the data. In this case, qualitative approach especially in nature and interpretive analysis characteristics are best suited for this study since the writer is identifying typical vocabulary used in the self-help books, *Memikat Pria Idaman* and *Memikat Wanita Idaman*.

3.2 Corpus of the Study

The data are taken from the self-help books entitled *Memikat Pria Idaman* and *Memikat Wanita Idaman* published by BIP (Bhuana Ilmu Populer). As a publisher, BIP has been established since 1992 and joined Gramedia Company since the first establishment. It is also one of the publishers that already has power in overseas because it has been exporting its products to other countries as well (<http://www.kompasgramedia.com/business/bookpublishers/bip>). However, apart from those two books which came from the same publisher, the author of those books



are different. While *Memikat Pria Idaman* was written by Sarameta, Don Pedros became the author of *Memikat Wanita Idaman*.

Based on the category of the books in Gramedia Online, these two books are including in the recommended books section. The writer also got the sales data from Gramedia Company on 14 December 2012. Based on the data, these two books reached 80% from the standard stock throughout all Gramedia store in Surabaya. Based on the sales data, these book are considered as bestseller books.

3.3 Technique of Data Collection

In collecting the data, the writer took three steps. These steps are important in data collection in order to lead the writer to obtain adequate and appropriate data for this research. In general, these are three steps in getting the data including obtaining the books, scanning each books, and converting to txt files.

First, the writer obtained two books that are *Memikat Pria Idaman* and *Memikat Wanita Idaman* from Gramedia store. Second, the writer scanned these two books because the first form of the files should be in pdf format. In this step, the writer scanned all of the pages from the introduction page to the last page. In the book *Memikat Pria Idaman*, the writer scanned from page xiii until page 212. Then, for the book *Memikat Wanita Idaman* the writer scanned from page xiii until page 222. The last step in collecting the data is converting pdf files into txt files.

3.4 Technique of Data Analysis

In doing this research, the writer applied corpus linguistics as the tool to process the data. Furthermore, the writer used “AntCont”, one of the computer softwares which can analyze the frequency of words in the text, to analyze the data. According to Baker, Hardie, and McEnery (2006, p.13) AntCont offers a variety of basic corpus query tools including keyword extraction, KWIC concordancing, and word list. This technique does not spend much time to arrange the data. All of the steps have been done by using computerization.

There are six steps needed in doing this research. First, the writer input the data in “AntCont” we should click file and then “open file” and select the data that has been stored as shown on Figure 3.1.

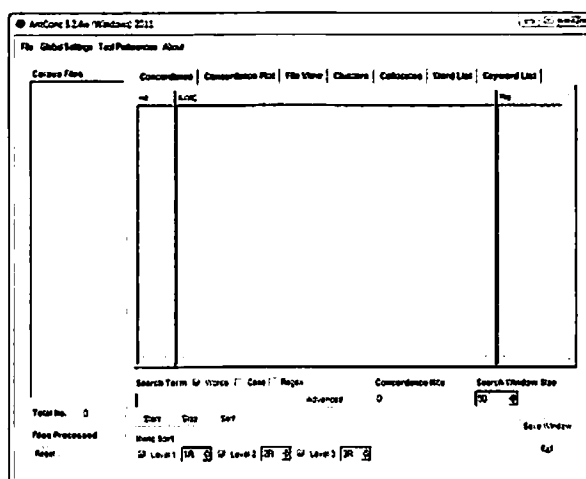


Figure 3.1

In analyzing the representation and typical vocabulary of men and women, the identification was not only from keyword list that have high keyness but also from the collocations.

Second, when the writer analyze the book *Memikat Pria Idaman*, the writer should type *wanita* (women) in the column of search term. Then, when analyze the book *Memikat Wanita Idaman*, the writer type *pria* (man) in the same column. Because, the book *Memikat Pria Idaman* is used for women and the book *Memikat Wanita Idaman* is used for men.

Third, the writer should change the window span. It is used to make the detail of the data that the writer analyzes can be in longer detail. In the right side, the writer change the window span value to 5 and also 5 for left side. It makes the words in the right side and left side can be longer 5 words from the point word that the writer analyzes.

Fourth, the writer clicks the concordance column to analyze general patterns of word target among numerous of varying words that are attached. It can be done by tracking the word that immediately attached one by one. The pattern can be interpreted by linking them or most of them. Then, click start to begin the process and click sort to make the word target clearer.

Fifth, the writer finds the words that is suitable for typical vocabulary of men and women manually based on the theories. In analyzing the data the writer should track the data one by one. This technique is used to find the collocations of the words target. The collocations should be classified based on word classes that the writer

analyzes that are nouns, verbs, adjectives and from the meaning based on *Kamus Besar Bahasa Indonesia*. After the data have been found, the writer calculates the frequency of the words.

Sixth, After analyzing the data of each books one by one, the analysis ended by comparing the result. The last interpreting of the data aimed to see the similarities and differences of the typical vocabulary. It also can be used to find out the representation of man and women from the books *Memikat Pria Idaman* and *Memikat Wanita Idaman*.

CHAPTER IV

DISCUSSION