

CHAPTER III

RESEARCH METHOD

3.1 Research design

This research is a qualitative descriptive research. Maxwell (1996: 10) defined, the descriptive research is research conducted to describe systematically the fact and the characteristic of given population or area of interest, factually, and accurately. This research examines about the used of hedges from buzzfeed.com gossip “Kesha VS Dr.Luke” and the reasons for hedging in it.

3.2 Unit of analysis

The unit of analysis of this research are sentences in “Kesha VS Dr.Luke” gossip articles, that was downloaded from <http://www.buzzfeed.com>

3.3 Source of the data

The data are gossip articles that was downloaded from buzzfeed.com. Buzzfeed.com is a website, which contain with celebrities gossip, issue, news, and rumor. The researcher choosed buzzfeed.com because it has comprehensive news released and language that easily to understand. From buzzfeed.com, the researcher choosed one topic as the research data, that is “Kesha VS Dr.Luke”. Kesha VS Dr.Luke is a gossip topic that report about kesha sexual and mentally abuing by Dr.Luke. Kesha is a famous pop singer who has popular single entitled “ Tik-Tok” and Dr.Luke (Lukasz Gottwald) is a music producer who orbited Kesha to be a singer. Those gossip articles is published from the end of february, march, april, and the beginning of may 2016.

3.4 Technique of data collection

In collecting the data, the researcher used some steps as follows:

1. Searching in Google

In this step, the researcher is finding out one of well-known gossip website. The gossip website that containing with much of gossip articles, rumor, issues, and fans comments. The website’s name is <http://www.buzzfeed.com>

2. Selecting the celebrities gossip articles

The researcher choosed gosip articles which becomes one of the outstanding topic in gossip website for months. In this research, the researcher choosed crime gossip articles with the main topic “ Kesha VS Dr.Luke”. The topic that contain with every comments and gossip news which related with Kesha mentally and sexual abusing by Dr.Luke.

3.5 Technique of data analysis

After the data were found then the next steps can be list as follows:

1. Reading the sentences

The researcher reads the research data. The data of this research is gossip articles. Gossip articles which have main topic “ Kesha VS Dr.Luke “. “Kesha VS Dr. Luke “ is a gossip topic that explain about kesha mentally, physical, and sexual abusing by Dr.Luke (Her music Producer).

2. Identifying the hedges

After the researcher read every sentences in “ Kesha VS Dr. Luke” gossip articles. Then the researcher identifies the meaning of hedges from those data. From those data, hedges become the border between accusations and denials in every sentences from “ Kesha VS Dr. Luke “ gossip articles.

3. Classifying the hedges based on hedges taxonomies according to Iragiliati (2007).

4. Finding the reasons of using hedges

The researcher has to find the reasons of using hedges from the data of this research. There are four reason of using hedges by Salage – Myer (1997). First, minimize the “threat-to-face”. Second, be a way of being more precise in reporting result. Third, be positive or negative politeness strategies. Fourth, conform to an established writing style.

5. Drawing conclusion