

## **CHAPTER III**

### **RESEARCH METHOD**

A research has an important role in developing a science, knowledge, and technology. This research method is arranged based on the problem analyzed and the main purpose of the research. The researcher used qualitative descriptive method. Issac and Michael (1987:42) state that “the purpose of descriptive research is to describe systematically the facts and the characteristic of a given population or area of interest, factually and accurately.” To get a good result from this research, the researcher employs a research method consisting of research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

#### **3.1 Research Design**

A research has an important role in developing a science, knowledge, and technology. By doing research, someone can explore, and discover new thing that he or she does not know before and also to improve what he or she has already known.

Nunan (1992) states that “Descriptive qualitative research is a research in which the method of data collection is non experimental or real-time recording that generates naturally occurring data. In qualitative research the data are not number or chart but in the form of word. The data of this research were collected from the short story entitled *Crossed Paths* of the Hello English Magazine edition

June, 2009. In collecting the data, the researcher used method of purposive sampling.

While Creswell (2003:185) states that purposive sampling refers to sampling technique selection of sites or participants that will help the researcher understand the problem and research question, the researcher has to reflect and share this knowledge. It is used in cases where the specialty of an authority can select a more representative sample that can bring more accurate results than by using other sampling techniques.

Purposive sampling, also known as judgmental, selective or subjective sampling, is a type of non-probability sampling technique. Non-probability sampling focuses on sampling techniques where the units that are investigated are based on the judgments of the researcher. Purposive sampling represents a group of different non-probability sampling techniques. Also known as judgmental, selective or subjective sampling, purposive sampling relies on the judgment of the researcher when it comes to selecting the units (e.g. people, cases/ organizations, events, pieces of data) that are to be studied.

(<http://dissertation.laerd.com/articles/purposive-sampling-an-overview.php>)

The researcher chose the story used purposive sampling with selecting one of two stories in Hello magazine, because the story is interesting and easy to understand to analyze.

### **3.2 Unit of Analysis**

The unit of analysis in this research is the sentences found in the short story *Crossed Paths* of the Hello English Magazine edition June, 2009.

### **3.3 Source of Data**

The data of this study were taken from the short story entitled *Crossed Paths* written by Holy Ametati on the Hello English Magazine edition June, 2009. This magazine was published by *Yayasan Widya Niti Bhasa* Semarang, at Jl. Subali VII 03/ IV Krapyak – Semarang, post code 50146, Telp. 08158705921 and e- mail : hello2unow@yahoo.com. Most importantly the researcher focused on the point of the ethnography of writing that can be found in this short story.

### **3.4 Techniques of Data Collection**

#### **1. Selecting the data from Hello English Magazine**

The researcher chose Hello English magazine because the contain of this magazine use English, so this reason make researcher easier to choose the story to be analyzed.

#### **2. Considering the short story that were analyzed**

From the five stories which appear in the Hello Magazine, researcher chose one story entitled *Crossed Path* because the researcher was interested in the contain of this story which tells about the obstacles of life and the researcher can learn from the contain of the story that there are many obstacles in this life.

### 3. Deciding and finding data

After considering and selecting the data, the researcher decided to analyze one story in Hello English Magazine that is *Crossed Paths*.

### 4. Interviewing the writer

The researcher collected the data from the writer to get information about the content of short story entitled *Crossed Paths*, and the reason why the writer wrote the short story.

The researcher found the phone number of the writer with a helping from my mother and neighbours, after the researcher knew that the writer lived and worked in Semarang. After that, the researcher made appointment with the writer to meet in the writer's office at Kariyadi Hospital and then interviewed the writer.

## 3.5 Techniques of Data Analysis

The data of this study were analyzed by using the following steps:

### 1. Reading.

The short story was read several times to make it easier to be understood.

### 2. Classifying.

Each point that was considered of ethnography of writing was classified according to the content of each short story of the *Crossed Paths* in the Hello English Magazine edition June, 2009.

3. Explaining.

Each point that was considered of ethnography of writing was classified, it was explained why they were included into ethnography of writing analysis.

4. Drawing Conclusion

After the researcher finished the analyzed, the researcher could make the conclusion and explained the short story entitled *Crossed Paths* included the theory of ethnography of writing analysis.