

CHAPTER III

RESEARCH METHOD

3.1 Research Design

The research method to analyze the problem in this study was descriptive qualitative method. It is the method to describe the subject or the object of the research based on the fact or reality. Qualitative method in which data collected is qualitative data in the form of Stanford University Brochures. The results of the data described qualitatively.

3.2 Unit of Analysis

The unit of analysis of the study was every clause found in the Stanford University Brochures. The researcher analyze the genre from every clause of Stanford University Brochure.

3.3 Source of Data

The source of the data of this study was the brochures from Stanford University. There were two brochures from two programs in Stanford Graduate School of Business. They were Advanced Leadership Program for Asian-American Executives and Executive Program for Women Leaders. The researcher analyzed the data by using theory which is proposed by Gerot and Wignell (1994: 192) and it was focused on the genre analysis of the text.

3.4 Method of Data Collection

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

1. Getting the Stanford University Brochures from the internet;

Firstly, the researcher went to www.stanford.edu in the internet. And then filled her own self data as the procedure to download the brochures. Then the researcher downloaded all the brochures.

2. Reading the brochures;

Secondly, the researcher read all nineteen brochures from Stanford Graduate School of Business one by one to know the content of every text.

3. Choosing the text for the researcher data;

After reading the brochure, the researcher chose two brochures randomly to become the data for research.

3.5 Method of Data Analysis

In analyzing the data, the researcher used the following steps:

1. Reading all the texts one by one.

The researcher read two brochures one by one to know the content of each brochure.

2. Segmenting sentences into clauses.

The sentences in two brochures were segmented into clause.

3. Describing the data.

The researcher described the social function, schematic structure, and linguistic features of the text based on Gerot and Wignell's theory (1995: 192).

4. Drawing the conclusion.

The researcher concluded the social function, schematic structure and linguistics features of the brochures.