

## CHAPTER III

### Methodology

This chapter describes method, data, data source, and data collecting & analyzing procedures for analyzing construction of Liverpool identity in Jürgen Klopp post-match conferences.

#### 3.1 Method

This research uses descriptive qualitative method with Halliday's Systemic Functional Linguistics approach to analyze the textual identity construction in Jürgen Klopp post-match conferences and theory of identity from Woodward to analyze the Liverpool identity construction.

#### 3.2 Data & Source of Data

Data of this research are words/phrases/clauses from Jürgen Klopp's post-match conferences' transcripts from some matches as followed:

1. Against Arsenal (14<sup>th</sup> August 2016)
2. Against Hull City (24<sup>th</sup> September 2016)
3. Against Bournemouth (4<sup>th</sup> December 2016)
4. Against West Ham (11<sup>th</sup> December 2016)

### 3.3 Data Collecting Procedures

1. Select 4 matches from 38 matches of season 2016/2017 based on opening match of season & random results (win, lose, draw).
2. Browse transcripts of each match from liverpoolfc.com.
3. Collect transcripts.

### 3.4 Data Analysis Procedures

1. Break sentences from the transcripts into clauses.
2. Classify clauses based on process types into following table.

NO	Conjunction	Clause	Ellipsis	Process Types

3. Analyze the data with applying Halliday's transitivity system of Systemic Functional Linguistic.
4. Analyze the football strategy used in each matches.
5. Analyze how Jürgen Klopp constructs Liverpool identity by analyzing relation between Liverpool history, Liverpool present, and other clubs.
6. Draw conclusion.