CHAPTER III

METHODOLOGY

This chapter is devoted to the description of research methodology. It includes research method, data and source of the data, data collecting procedures and data analysis. A brief description of each subheading is presented below.

A. Research Method

The method of this study is Descriptive Qualitative Content Analysis. Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use (Klause Krippendorff (2004), p.18). Meanwhile Neuendorf (2002), defined, "content analysis is a summarizing, quantitative analysis of messages that relies on the scientific method (including attention to objectivity, intersubjectivity, a priori design, reliability, validity, generalizability, replicability, and hypotheses testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented."

In qualitative content analysis, data are categorized using categories that are generated, at least in part, inductively (i.e., derived from the data), and in most cases applied to the data through

close reading (Morgan, 1993). There is disagreement in the literature on the precise definition of qualitative content analysis; these differences are about how the data is analyzed once it has been sorted into categories. For some authors, qualitative content analysis always entails counting words or categories (or analyzing them statistically if there is sufficient sample size) to detect patterns in the data, then analyzing those patterns to understand what they mean (Morgan, 1993; Sandelowski, 2000).

The content that is analyzed can be in any form to begin with, but is often converted into written words before it is analyzed. The original source can be printed publications, broadcast programs, other recordings, the internet, or live situations. All this content is something that people have created, print media such as articles, books, or manuals (Kondracki & Wellman, 2002). In this case the study taken from 10 sample animal texts in the little animal encyclopedia.

B. Data and Data Source

The data used in this research is 234 clauses taken and identified from 10 different animal texts. Each text represent different animal and different characteristic.

` The sources of the data in this study are English encyclopedia for children entitled "*The Little Animal*

Encyclopedia" written by John Farndon and Jon Kirkwood, published as a revised book in 2001 by Kingfisher Publications Plc.

C. Data Collecting Procedure

For collecting the data, researcher selected 10 from random text on the "book of little animal encyclopedia" published by kingfisher (London, 2001). Then, selected sample can be analyzed immediately. More info about the text can be more understandable further along analyzed.

D. Data Analysis Procedure

The best approach for identifying the stage and process would be *summative content analysis*. Typically, a study using a summative approach to qualitative content analysis starts with identifying and quantifying certain words or content in text with the purpose of understanding the contextual use of the words or content.

This study focuses on move analysis where it leads to interconnection from those texts. Breaking it down into clause open a way to classified their purposes and function from each text.