

CHAPTER III

METHODOLOGY

This chapter will reveal the methodology used in order to answer the research questions. This chapter elaborates the research design of the study, data and sources, technique in collecting data, data analysis, and procedure of analysis.

3.1 Research Method and Design

The method used in this study is content analysis. The design of this research is qualitative research. It leads to the verbal answer to the research question (Krippendorff, 2004).

Content analysis is a research technique that used to make a valid and replicable inferences to the context that is used from the text (Krippendorff, 2004). Berelson, in Krippendorf (2004), defined content analysis as a research technique for the objective, systematic and quantitative description of the content of communication. This requirement of objective and systematic is include under the requirement of replicability and validity. To be replicable, it must be explicitly stated and applied equally to all units of analysis. The systematicity is applied to against writer's expectation in writer's human nature in reading textual material selectively.

3.2 Data and Data Sources

The data sources used in this study are the application letters written by the students of English Department. The sentences of the application letter were the data that were analyzed. The data sources were taken from all English Business Discourse class in semester 102. The writer took forty application letters to be used as the data source for this study.

3.3 Data Collection Procedure

The technique in collecting data will be presented in some steps as follow;

1. Collect the application letter from ED students in all business discourse classes.
2. Select the application letter to be analyzed randomly.
3. Read the whole letter.
4. Underline the sentences containing lexical cohesion.

3.4 Data Analysis Procedure

In analyzing the data, there are steps to find out the conclusion;

1. Collect the underlined sentences containing lexical cohesion.
2. Place the sentences into the analysis table. The analysis table is modified from Halliday and Hassan's theory (1976)

AL/S	Data	Lexical Cohesion						Usage		Analysis
		Repetition	Synonymy	Antonymy	Hyponymy	Meronymy	Collocation	Appropriate	Inappropriate	

Table 2. Analysis table (Halliday & Hassan, 1976)

3. Identify the lexical cohesion occurs in the sentence and then categorize the type of lexical cohesion into the column whether it is repetition, hyponymy, meronymy, antonymy, or collocation.
4. Analyzed the data based on the Halliday and Hassan's theory.
5. Count the total lexical cohesion from the data.
6. Describe the result and make the interpretation to relate the lexical cohesion with the cohesion of the text.