

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodologies of the study. The methodologies are Research Method, Source of Data, Data Collection, and Data Analysis Technique.

3.1. Research Method

This research is conducted by using Content Analysis method. Content analysis method is related to content of communication. Fiske stated that “content analysis works through identifying and counting the chosen units in a communication system” (p. 136). The chosen units should exist frequently enough in a text. Ratna said content analysis is used not only quantitatively, but also qualitatively. Therefore the chosen units are also analyzed to make a conclusion (Ratna, 2004, p. 49).

3.2. Source of Data

The sources of data are six news articles of Jakarta Globe online newspapers which are taken randomly. The news articles are published on Jan 3th 2011, Jan 31th 2011, March 13th 2011, October 18th 2011, November 22nd 2011, and November 29th 2011. The data is cohesion used in those articles.

3.3. Data Collecting Procedure

In this study, the data are collected from the six news articles of Jakarta Globe online newspapers published on 2011. There are three steps of collecting the data:

1. Read the whole sentences in the text.
2. Underline the sentences containing cohesion.
3. Categorize the cohesion through cohesive ties: grammatical cohesion and lexical cohesion.
4. Classify grammatical cohesion into reference, substitution, ellipsis, and conjunction. And lexical cohesion into reiteration and collocation.

3.4. Data Analysis Technique

There are the last steps to find out the conclusion based on analysis.

1. Explain the cohesive ties used in the articles based on cohesion theory.
2. Find out the appropriateness of cohesive ties used the articles based on cohesion theory.
3. Count the total number of cohesive ties and the total number of appropriate cohesive ties.
4. Count the percentage of appropriateness of cohesive ties used in the articles by using the following formula:

$$P = \frac{AC}{C} \times 100\%$$

P = Percentage of appropriateness of cohesive ties used in news articles

AC = The total number of appropriate cohesive ties used in the
articles

C = The total number of cohesive ties used in the articles

5. Conclude the result.