CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Method

In this study, the researcher uses discourse analysis as the method. Discourse analysis is defined as the analysis of language 'beyond the sentence' (Tannen in Slembrouck, 2001). It is used to analyze the study of linguistics; grammar, phonetics and phonology, morphology, semantics, and syntax. It is also can be applied to study any kind of text that has meaning (Parker, 2002). Generally, it is involving participants in the research process due to its interpretative nature.

Moreover, Yule and Brown (1983) explain discourse analysis is used to describe how humans use language to communicate and, in particular, how addressers construct linguistic messages for addressees and how addressees work on linguistic messages in order to interpret them.

The researcher selects the discourse analysis as the method in the study as it can be used to analyze the associative meanings, its functions, and describe communicative functions are intended in political columns in the Jakarta Post. In terms of comprehending the analysis of the content of the data, the researcher focuses on reading the data systematically.

3.2 Data and Data Source

The data of this research are taken from political columns in The Jakarta Post. The researcher analyzes the twenty articles of political columns which were published from April to May 2016, and taken randomly by the researcher. The data in this research are the words, phrases, and sentences in the articles of political columns which contain associative meaning.

3.3 Instrument

A research instrument is equipment that is used by the researcher to collect the data in order to make research process done easily, systematically, and completely. In this research, the researcher itself became the research instrument who participated directly in data collection, data analysis and interpreting the data with the help of Table 2 and 3.

3.4 Data Collection Procedure

The data collection procedure used in this research was adopted from the previous study by Nur Laili in 2010.

1. Collecting The Jakarta Post newspaper which published in the length of April to May 2016.

2. Finding the articles of political columns in The Jakarta Post.

3. Reading the articles of political columns in The Jakarta Post in order to be able to find words, phrases, and sentences contained of associative meaning.

4. Selecting and underlining the words, phrases, or sentences involved to the associative meaning.

3.5 Data Analysis Procedure

After obtaining data, the researcher used some steps to analyze the data which also modified from Nur Laili (2010), as follows:

1. Identifying the associative meanings which are found in political columns in The Jakarta Post.

2. Classifying the types of associative meaning into the Table 2 (List of Associative Meaning), which adopted from Nur Laili in 2010.

3. Analyzing the data based on the text and their context into Table 3 (The Table of Analysis). This aim was to answer the research problems.

4. Describing and explaining the findings

5. Drawing a conclusion based on the analysis.

Table 2
The List of Associative Meaning

No.	Data	The Types of Associative Meaning					Functions	Communicative Functions				
		Connotative	Stylistic	Affective	Reflected	Collocative		Information	Expressive	Directive	Aesthetic	Phatic
1.												
2.												
3.												
4.												

(Adopted from Nur Laili in 2010)

Table 3: The Table of Analysis

No.	Data	Analysis
News Title:		
1.		
2.		
3.		
4.		