

CHAPTER III

RESEARCH METHOD

This chapter focuses on the research methodology used in the research. This section is very important for the researcher because it covers research design, time of the research, data sources, research instruments, data collecting techniques, data credibility and dependability, and data analysis techniques.

A. Research Design

In this research, the researcher employed a descriptive qualitative method of critical discourse analysis to analyze the phenomena. According to Creswell (2013), qualitative research becomes an approach to exploring and understanding the meanings either individuals or groups that originated. This method involves emerging questions and procedures. Meanwhile, descriptive research consists of surveys and fact-finding investigations of various types where this describes a series of circumstances as they exist, which is the primary objective of descriptive research (Mishra and Alok, 2017). Descriptive research attempts to describe the object under research in depth, breadth, and detail.

In addition, critical discourse analysis becomes a qualitative analytical approach aimed at describing, interpreting, and explaining critically the ways in which discourse constructs, maintains, and legitimizes social inequality (Mullet, 2018). Thus, the focus of the research is determined critically by the researcher to gain an understanding of the ideology to be conveyed or

contained in the speeches of Alexandria Ocasio-Cortez and Candace Owens on YouTube videos.

B. Time of the Research

This research was conducted through several activities based on time allocation. The outline of this research starts from planning the title, conducting proposal seminars, data collection, data analysis, thesis writing, and thesis examination. This activity was carried out for nine months, with a time allocation starting in September 2022 and ending in June 2023. The following details the implementation of the research as explained in the table.

Table 3.1 Time of the Research

No	Description of activities	Months										
		9	10	11	12	1	2	3	4	5	6	
1.	Submission of titles and determination of research proposal titles	■										
2.	Preparation of research proposals	■	■	■	■							
3.	Research proposal seminars					■						
4.	Research implementation						■	■				
5.	Analyzing research data								■			
6.	Drafting of thesis drafts									■		
7.	Completion of the final thesis										■	
8.	Thesis examination											■

C. Data Sources

1. The Primary Data Source

The primary data source in this research was taken from video transcripts document sourced from YouTube Alexandria Ocasio-Cortez and Candace Owens about abortion. The table below shows the details of the videos which were the main focus of the research.

Table 3.2 Primary Data Source

No	Public Figures	Title of Video	Data Release	Video Duration	References
1	Alexandria Ocasio-Cortez	AOC with Abortion Rights Organizers in NYC: Full Rally Remarks Alexandria Ocasio-Cortez	June, 24 2022	6:09	https://youtu.be/Pktf8sVb8m8
		Abortion Rights Fundraiser on Instagram Live Alexandria Ocasio-Cortez	May, 19 2022	1:01:07	https://youtu.be/3ISN2n4Biz8
2	Candace Owens	5 Reasons I Am No Longer Pro-Choice	June, 28 2022	10:28	https://youtu.be/P-gRm92ZDno
		A Message to Pro-Choicers: Do Your Research on the History of Abortion	June, 2022	15:14	https://youtu.be/yKsUp0Ar6EM

2. The Secondary Data Source

Secondary data sources are sources of information that help the researcher analyze and strengthen primary data. The researcher used various documents, such as reference books, e-books, thesis, and e-journals, related to the topic. This document assists the researcher in obtaining information about critical discourse analysis and discourse ideology research.

D. Research Instruments

In this research, the instrument of research played the role of a supporting tool that assisted the researcher in collecting research data. The following are research instruments that are used by the researcher in the qualitative research:

1. The Researcher

The researcher becomes the main instruments used in research because has

a high sensitivity and is able to react to any stimulus to analyze the data obtained and determine conclusions.

2. The Videos of Alexandria Ocasio-Cortez and Candace Owens

The video is used by the researcher to match the similarity of the video transcript with the speaker's speech.

3. Documentation of Video Transcripts

Video transcript documentation was printed by the researcher on paper.

4. A Notebook

A notebook serves as a tool for writing down the important points from the sources of information that the researcher uses.

E. Data Collecting Techniques

The researcher needs data collection strategies. The main data requirements of this research use the speeches of Alexandria Ocasio-Cortez and Candace Owens. Meanwhile, the researcher uses several steps to collect the data, which are described as follows:

1. Observation

The researcher makes general observations to select videos that contain elements of the speaker's ideology as research material.

2. Document Analysis

The following are the collecting data steps:

- a) Watched the videos and transcripts to verify the suitability of the transcripts and videos;

- b) Collected the utterances of speakers that have ideological indication; including words, phrases, or sentences;
- c) Re-wrote several utterances from speaker to be used for research data.

F. Data Credibility and Dependability

The researcher must explain the technique utilized to examine the data. In this case, the researcher selected techniques that were relevant and feasible for use in the investigation. Furthermore, to determine the authenticity of the data, the researcher uses credibility and dependability.

Credibility refers to trust in the accuracy of data and interpretations of data. The credibility of qualitative research is influenced by systematic data collection procedures, diverse data sources, triangulation, rich descriptions, external reviews, external audits, and other techniques to produce reliable data for use (Yilmaz, 2013). Meanwhile, the researcher has used triangulation techniques to ensure the credibility of data in research.

There are several triangulations that have been implemented by the researcher, including triangulation theory and triangulation of data source. First, triangulation theory where the researcher use theory to frame research results so as to avoid researcher bias. The theory used to examine the data is the ideological type according to Eccleshall, et al., (2003) and Heywood (2021). The following is a picture of the triangulation theory used by the researcher in research:

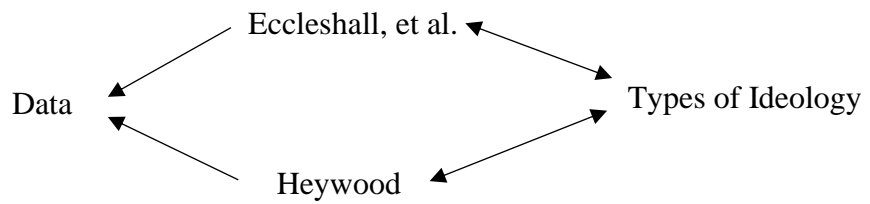


Figure 3.1 Triangulation Theory

Second, in the triangulation of data sources, the researcher used the main data source that has been taken from the script video document. In addition, the researcher also used the secondary data that comes in the form of books, e-books, thesis, and e-journals. Thus, by applying triangulation theory and triangulation of data sources, the data presented can be trusted for its truth and credibility. Moreover, the researcher also applies dependability.

The dependability of qualitative data refers to the stability of data over time and conditions (Kemparaj & Chavan, 2013). In this case, to ensure the quality of the data findings, the researcher used the role of expert judgment and the role of the researcher herself. The following is a picture of the dependability of qualitative data in research:

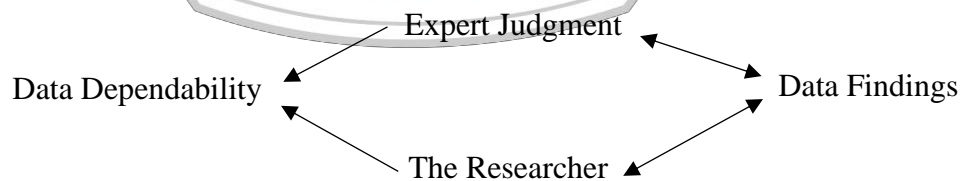


Figure 3.2 Dependability of Qualitative Data

First, the researcher read the data and repeated four times independently to ensure data consistency. Furthermore, the researcher asked for expert judgment to provide suggestions about data findings. The results of the

review are then written in the validation sheet. In addition, a validator has credentials will verify data, as follows:

1. Has completed a stratum 2 level course in English;
2. Understand with critical discourse analysis, especially in ideology issue's;
3. Willing to be involved in the research process.

Thus, by applying dependability of qualitative data through expert judgment and the researcher herself can be responsible for assessing the quality or not of the data findings in qualitative research process.

G. Data Analysis Technique

To examine the research data, the researcher employed a data analysis approach known as Spradley analysis (1980). This research requires an analysis of race-based ideology as a domain using an interpretation approach to several texts, especially video scripts from Alexandria Ocasio-Cortez and Candace Owens on YouTube.

1. Domain Analysis

Domain analysis is an analysis used to find the social domain contained in the object of research. In this stage, a general description of the data is obtained and not detailed. Meanwhile, the domain determined by the researcher is the race of the speakers. The following table is used to present research data.

Table 3.3 Domain Analysis

No.	Domain	Co-Text	Research Focus	Analyze
1.	Caucasoid			
2.	Negroid			

2. Taxonomy Analysis

Taxonomic analysis is used to organize all data based on predetermined domains. In this research, the researcher categorizes the domains into race groups and then performs taxonomic analysis based on the types of ideology. The researcher tabulates the data in the table:

Table 3.4 Taxonomy Analysis

No.	Domain	Types of Ideologies											Σ
		LI	CI	SI	NI	FAI	EI	FEI	AI	PI	MI	FUI	
1.	Caucasoid												
2.	Negroid												
Total													

There are codes of ideological types as follows:

- | | |
|-----------------------------------|---------------------------------------|
| LI : Liberalism Ideology | FEI : Feminism Ideology |
| CI : Conservatism Ideology | AI : Anarchism Ideology |
| SI : Socialism Ideology | PI : Populism Ideology |
| NI : Nationalism Ideology | MI : Multiculturalism Ideology |
| FAI : Fascism Ideology | FUI : Fundamentalism Ideology |
| EI : Ecologism Ideology | |

3. Componential Analysis

Componential analysis basically organizes domains based on presence or contrast. The data is searched through observation and selected document. Furthermore, the researcher presents the domain and taxonomy analysis data along with a description of the components of the subject matter under investigation.

4. Analysis of Cultural Theme

Analysis of cultural themes is an analysis used to understand existing social phenomena. All components and aspects of the relationship pattern, theory, context, and secondary data work simultaneously to seek a more mature explanation. In this case, it includes many themes, cultural focal points, cultural values, and symbols in each domain. Thus, analysis of cultural themes is an attempt to find conclusions by integrating existing cross domains.

