

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Type of Research**

The writer prefers to apply the qualitative research in this study. The writer found the ambiguous headlines, classified them, then gave the explanation based on her understanding of the Kreidler theory (Kreidler, 1998) about the ambiguity of the headlines.

This principle got along with the concept of qualitative research. Qualitative research is concerned with building descriptions, explanations, and theories that are rich, nuanced and comprehensive (Creswell, 2014). The qualitative method would allow the writer to interpret the data and analyse them based on her understanding.

#### **3.2 Method of Data Collection**

##### **3.2.1 Instrument**

The instrument of this study was visual material. This kind of data may take the form of photographs, videotapes, website main pages, e-mails, text messages, social media text, or any form of sound. The writer chose this instrument because she would have the screenshots of the ambiguous headlines she found at [www.thejakartapost.com](http://www.thejakartapost.com). This website is hosting the online version of the Jakarta

Post newspaper. The chosen instrument may have some benefits like it may provide an opportunity for participants to directly share their reality and as a written evidence, it also saves the researcher the time of transcribing (Creswell, 2014).

### **3.3 Procedure**

The writer did the following steps in doing this study.

1. The writer got 20 ambiguous titles from [www.thejakartapost.com](http://www.thejakartapost.com).
2. She grouped them into three categories of lexical ambiguity, referential ambiguity and syntactic ambiguity.
3. She analysed each of them and gave the reason of why the particular headline went under the ambiguity category.

### **3.4 Method of Data Analysis**

The writer collected the data from [www.thejakartapost.com](http://www.thejakartapost.com). It was an online newspaper website. Different from the printed version, the online version was not published in a form of copy. It was published in a form of web page which then be listed on the front page on the daily basis. After the day had passed, the front page would be archived. There was no option to look for the article from the previous day. The writer took the articles from the web pages which were published during 14 May 2017 until 21 July 2017. It was rather a short time range, but the writer thought that as long as she had had enough data, the short time range would not be a problem. The

She read the news and the articles on the website. The writer limited the number of the titles she would like to analyse because the purpose of this study is to find out the classification of the ambiguous headline used in the Jakarta Post online. Then she finally chose 17 headlines and got the screenshots.

When the data had been collected, the writer classified them into three categories of syntactic, lexical, or referential ambiguities. The theory of ambiguities was based on Kreidler's theory (1998). The theory was used to give explanation on each headlines. The writer would give the explanation about why the headlines was ambiguous and put into the particular ambiguity group.

