

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1.Method of Data Collection

This research used the qualitative method of collecting the data. This research focused on the analyzing types and functions of pun, particularly puns found on stickers. The data of this research were in visual and verbal form. Caudle (2004) posited that qualitative is used to analyze in-depth data such as interviews, visuals, verbals, observations, and documents. On the other hand, quantitative research which deals with experiments or surveys, in which needs sample and population (Creswell, 2009).

Moreover, qualitative method resembles the researchers' interpretative. Creswell (2009) refers that qualitative research is a form of the interpretative probe in which researchers make an interpretation based on their senses and knowledge. The perspectives from one researcher to another researcher might be slightly different. Those perspectives should not be on the subjective side. It is should be more generalized and can be accepted by social. As stated by Creswell (2009), he added that qualitative study combines many perspectives and provide the general procedure. Because of its flexibility, qualitative study is easier to use in constructing and developing theories or concepts (Sofaer, 1999).

3.1.1. Data Collection

Cohen, Manion, & Morrison (2007) said that a purposive sampling technique is one method of collecting data in qualitative research. This method concentrates on selecting a specific group as samples based on some criteria. The writer investigated online pun stickers relevant to this study. The writer only chose any online stickers which contain analysable pun. Thus, the writer picked some pun stickers relevant to the purpose of this study as the data.

3.1.2. Data Source

The data sources of this study were some online pun stickers containing both verbal and visual component. The pun stickers were collected from *Google* search engine. The above mentioned online archives were thorough examined started on 5 November 2018 until 4 December 2018 to collect the possible data.

The required data that the writer used was multimodal data that consists of a verbal component, and the combination of both visual and verbal components. The writer found 53 of 367 stickers containing visual component only. So, there were 314 stickers that would be analyzed as the data.

3.1.3. Procedure

In conducting this study, the writer observed the pun stickers in *Google* search engine in a month regularly, starting from 5 November 2018 until 4 December 2018. Then, the pun stickers were distinguished into three types of puns which are Homophone, Homograph, and Paronym on a table. Next, pun

stickers were also categorized into four functions of pun which are Humorous, Sarcastic, Aesthetic, and Persuasive. After that, the writer analyzed the data through frequency distribution to found the most frequently used types and functions in pun stickers.

3.2. Method of Data Analysis and Interpretation

For analysis, some patterns derived from two studies of Attardo (1994) and Zhang(2018). The writer analyzed the types of pun in stickers by using a guideline from Attardo (1994). To analyze homophone, the phonetic of both words were compared to clearly see whether the phonetic is the same or just similar, in which the same items were categorized into homophone, while the similar items were categorized into paronym. To analyze homograph, it was clear enough to compare both words on the orthographical level. In addition, the theory of Zhang (2018)was used to investigate the functions of pun on stickers. After that, the writer analyzed the data through frequency distribution to found the most frequently used types and functions in pun stickers and present the data using a graph. Finally, the writer explained some of them deeply.