CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

This chapter is divided into three sections: research design, method of data collection, and method of data analysis. Each section explains in detail how the research design, the technique of collecting data, as well as the procedure of analyzing data, are carried out.
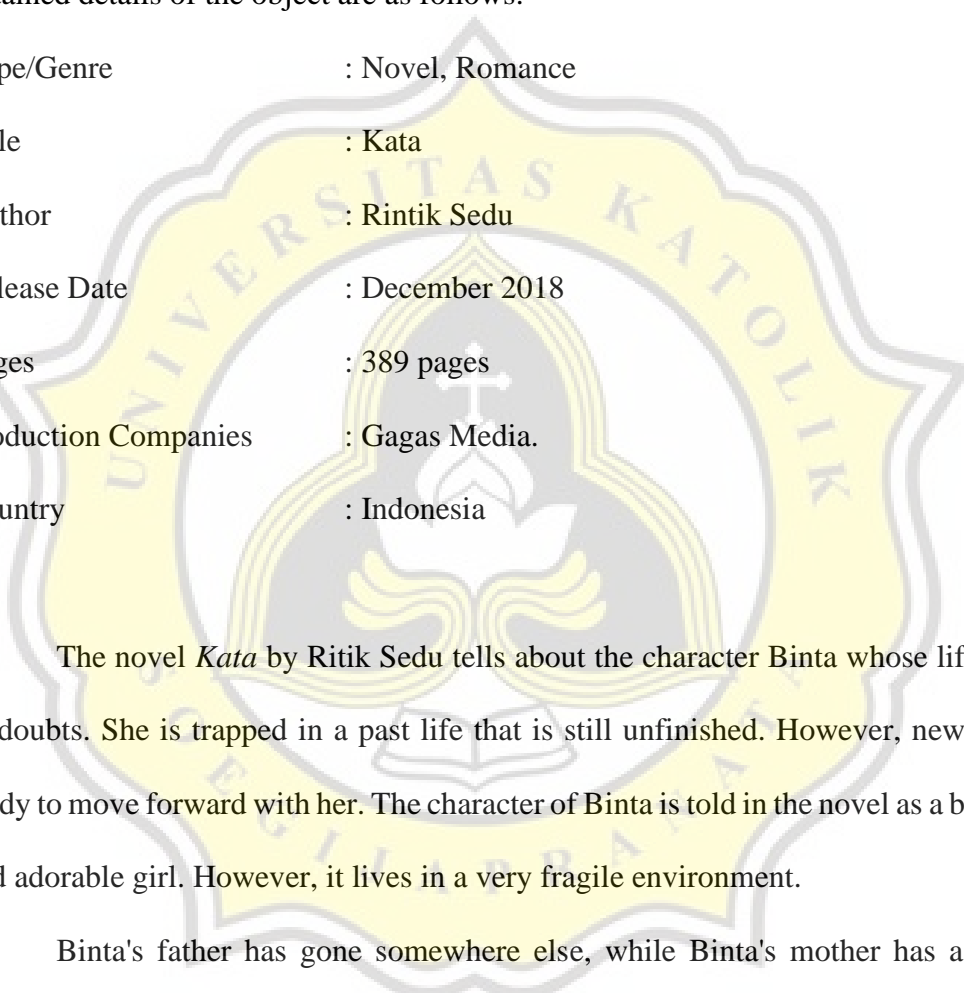
3.1 Research Design

There are two types of research design, namely qualitative research and quantitative research. The researcher uses qualitative research to analyze the data in this research. Rather than simply designating and enumerating categories of experience, qualitative writers provide detailed descriptions of the social organization and interpersonal processes in question. Qualitative research produces data in the form of texts – for example, transcribed interviews or ethnographic fieldwork notes – and concentrates, in the majority of its (hermeneutic) interpretative procedures, on the textual medium as a basis for its work (Creswell, 2007). This study is classified as a qualitative analysis because it analyzes *Kata*'s figurative language, which involves the interpretation of data. In this section, the researcher discusses data collection and analysis.

3.2 Method of Data Collection

3.2.1 Source

The data used in this research is a novel entitled *Kata* (Rintik Sedu, 2018). The obtained details of the object are as follows:

Type/Genre : Novel, Romance

Title : Kata

Author : Rintik Sedu

Release Date : December 2018

Pages : 389 pages

Production Companies : Gagas Media.

Country : Indonesia

The novel *Kata* by Ritik Sedu tells about the character Binta whose life is full of doubts. She is trapped in a past life that is still unfinished. However, new love is ready to move forward with her. The character of Binta is told in the novel as a beautiful and adorable girl. However, it lives in a very fragile environment.

Binta's father has gone somewhere else, while Binta's mother has a mental illness, Schizophrenia. It is always made Binta suffer a barrage of problems. Binta also grows up to be a skeptic. She finds her life getting messy. Binta became a Communication Studies student; on campus, she was known as a woman who was lazy and dirty. In Binta's activities on campus, she only went to class and then went straight home to lectures.

There is a Cahyo character who has known Binta for a long time. It took him a long time to get close to Binta. However, Cahyo knows very well about the problems experienced by the character Binta. A long time ago, Cahyo was close to Binta's mother. Of course, Binta didn't enjoy her college days. The lecturer from her class often kicked her out. However, it's lucky that Binta has Cahyo, who is always there when Binta feels bored.

Cahyo is very patient in dealing with stubborn Binta. Once upon a time, there was a man who was Cahyo's senior named Nugraha, and he was so interested in the character of Binta. Nugraha is an Architects Department student who is quite handsome, and female students also love him. Of the many women, Nughraha was attracted to Binta. However, Binta was indeed indifferent and cruel to Nugraha. However, this did not make Nugraha upset, and she even got more excited to approach Binta.

Binta has a sense of trauma from her past, and it's her relationship with her boyfriend, Biru. His girlfriend always treats Binta as special. However, over time, Biru left Binta without clarity. Biru is an adventurous young man. Binta feels that her life has become more colorful with Biru's presence. In the past, Biru often said that he would disappear from Earth and one day he would meet Binta again. Day after day, Nug's efforts finally paid off. Binta has started to like him; even Binta's mother is close to Nug. Slowly Binta forgets Biru.

One time, Cahyo gave Binta a gift in the form of a ticket to Banda Neira. When she felt bored, she went to the city alone. When they arrived at the airport, it turned out

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that someone was already waiting for Binta; it was Biru. At that time, Binta immediately hugged Biru tightly. Biru has planned it. With the arrival of Biru back into her life, Binta's heart turned thrilled (Sedu, 2018).

3.2.2 Procedure

This thesis is intended to find out the figurative language in *Kata.* To collect data, the researcher first read the novel several times thoroughly. Next, he identified expressions that contain figurative language.

3.3 Method of Data Analysis

In analyzing simile, metaphor, irony, hyperbole, and personification, the researcher first identified the occurrence of expressions that contain figurative language in the novel. The data of this research were categorized into sentences according to their types of figurative language. Abrams and Harpham (2012) state that there are five types of figurative language: personification, simile, metaphor, hyperbole, and irony. The researcher categorized the dialogues in the novel into the above categories. From the figurative language identified above, the researcher figured out the most dominant and powerful one. After figuring out the most dominant one, the researcher analyzed it in terms of what effect it brings to the emotion and tone of the story.