**CHAPTER III**

**RESEARCH METHOD**

This chapter intends to present the methodology used by the researcher in the research. It includes research design, population and sample, data collection including the data colletion method and research instrument, and finally data analysis.

1. **Research Design**

Before going further to any explanation about the methodology, it is important to know that research design has some purposes. One of those is to provide answers to research questions. As Wiersma (1995:92) once stated that good research design assists in understanding and interpreting the results of the study and ensures that a reasearcher obtains usable results. This research is conducted to uncover the research problem proposed in which the data studied are in the form of written articles in the online media specified to the headline.

The method used in this research was generated to quantitative research in reason of that the analysis was dealing with number as well of percentage. The researcher analyzed the headline by using phrase structure tree pattern based on phrase structure rule to find the trend of sentence pattern occurred. Thus, the approach again was specified into descriptive quantitative. Later, the data percentage was used to uncover what kind of phrase structure patterns are found on the headlines in *The New York Times* and what phrase structure pattern most frequently occurs.

1. **Population and Sample of the Research**

The subject of the research is the headlines in *New York Times* which gotten by the researcher in the first two weeks of May 2014, starting on May the 1st until May 14th. During that period, the researcher downloaded the headlines in 4 days, May 2nd, 7th, 12th and 13th.

This research was conducted to analyze phrase structure rules and phrase structure trees of *The New York Times* article headline. Thus, the population of this research is any headline of *The New York Times* articles that the researcher got directly from the official website of the online news media, *The New York Times*. The article headlines analyzed were those which emailed and viewed by the reader and subscriber in the first two weeks of May 2014. The article headlines were in form of written document in which the researcher analyzed by reading the script. The researcher, then, used the purposive sampling as the sampling technique in which the researcher tried to find out phrase structure patterns occurred. Purpossive sampling was chosen since the researcher believed that the sample was able to give her sufficient information needed. The researcher got totally 192 headlines analyzed.

**C. Research Instrument**

In this research the researcher used document as the instrument. Since the purpose is to find out the precentage of the certain phrase structure pattern occurs in the article headlines of *The New York Times*. The researcher believes that document is the appropriate instrument for gathering and analyzing the data.

**D. Data Collecting Method**

The research was conducted through several systematic steps of collecting the data. The first is planning in which the researcher starts with the question “What phrase structure patterns are found on the headline in *The New York Times*?”. The next step, the researcher went to *The New York Times* official website. The next step to accomplish was downloading the articles from *The New York Times* official website. Later on, the researcher systematically classifies and arranges the data to be easily analyzed. The second is document analysis in which the researcher analyzes the subject in the form of document to find the phrase structure patterns occurred. The findings are then analyzed and presented in percentage.

1. **Data and Data Source**

The data is served in the form of numerical data (percent). Data source is the headlines in *The New York Times* that being read, viewed and emailed by the readers. The data used by researcher are any headlines which the reasearcher got during the first two weeks of May, 2014, starting on May 1st until May 14th.

**F. Data Analysis**

The final activities in a research are analyzing and interpreting the data colected and presenting the results. Data analysis is a process whereby the researchers systematically search and arrange the data in order to increase their understanding of the data presented and to enable them to present what they learned to others. In this activity, the researchers follow some steps in analyzing the data. Those are:

1. Reading the headline of The New York Times articles in the most emailed and most viewed space of the website.
2. Analyzing the headlines based on phrase structure rule and phrase structure tree. In this stage, the researcher organizes the data by coding the article headlines based on the explanation of phrase structure rule and phrase structure tree.
3. Rating the data of phrase structure patterns occured in the form of percentage to know the frequencies of occurrences of each type using this formula:

|  |  |
| --- | --- |
| Percentage: x 100 % | **P =** Percentage  **F =** Number of types of Phrase structure rule  **N =** The total number of Phrase structure rule |

1. Interpreting the summarized data to make conclusion.