CHAPTER III

METHODOLOGY

A. Type of Research

This research is a descriptive qualitative research developing comparative method. A qualitative research is a type of research that does not include any calculation or enumeration as explained by Moloeng in Herlina (2004). Moreover Miles & Huberman (1994) explore that qualitative data are usually in the form of words rather than numbers. Due to the text which will be the source text, this research does not need any hypothesis. Based on Arikunto in Adityas (2007) descriptive research does not need any hypothesis in research stage. What it is meant by comparative is “implemented by making comparison between two set of things, persons and roles of activities, which were known to differ in some other respect” according to Miles and Huberman (1994). Moreover Hadi in Puspitasari states, “Qualitative research was conducted by collecting data, analyzing data and finally drawing conclusion” (ibid. p. 78).

This research also uses a case study. Based on Stake in White et al. (2009), case study is known as “interest in the individual case, not by the methods of inquiry used”. However the case which will be analyzed is one, i.e. mode, with the data source are two kinds of the same topic text.
The approach used in this research is Systemic Functional Linguistics since mode is a part of functional linguistics study. Santosa (2003) defines mode as which part is played by the language and what expectation which is expected by the participant in certain conditions while mode is a part of register where it belongs to systemic functional linguistics study.

**B. Data and Source of Data**


**C. Technique of Collecting Data**

Technique of data collection is how the researcher gets the data. Patton in Santosa (2012) states that data are always kind of descriptions of setting, event,
participant and object with its contexts. Based on Blaxter et al in Santosa (2012), there are two kinds of data, i.e. primary data and secondary data. The primary data of this research are official websites of Grand Swiss-Belhotel Medan and The Ritz Carlton Pacific Place Jakarta.

This research uses content-analysis method because there are two different kinds of primary data. Based on Kothari (2004), content-analysis composed of analyzing the contents of documentary materials such as books, magazines, newspapers, and the contents of all verbal materials which can be either spoken or printed.

**D. Technique of Analyzing Data**

This research employs the techniques of analyzing data as follows:

1. Analyzing the lexicogrammar covering clause system, nominal and verbal group system, thematic system, lexis system and metaphor.
2. Analyzing the cohesion, text structure and genre of each text.
3. Interpreting and assigning the mode of both texts.
4. Comparing the mode of each text.
5. Comparing the similarities and differences of both texts.
6. Drawing conclusions.
E. Research Procedure

This research was conducted in steps or procedures as follows:

3. Reading the two press release texts.
4. Cutting both texts into clauses.
5. Analyzing both texts based on Systemic Functional Linguistics consisting of lexicogrammar (including clause and group system, thematic structure, metaphor and lexis system), cohesion, text structure and genre.
6. Interpreting the two texts.
7. Comparing the mode of two texts.
8. Comparing the similarities and differences of both press release texts.
9. Clarifying whether the channel and medium in the texts can or cannot be a reference to write a good press release.
10. Drawing the conclusion.
11. Giving the recommendations