

Chapter 3

RESEARCH METHOD

3.1 Research Design

Common feature of qualitative projects is that they aim to create understanding from data as the analysis proceeds (Richards, 2006:73). Qualitative is used to describe data which are not amenable to being counted or measure in an object way, and are therefore 'subjective' (Wallace in Mubarok , 2015:13). Therefore, qualitative is appropriate design for this study in which the data is described by subjectively and theoretically.

3.2 Data Collection

The data as collected by qualitative design that the data is taken subjectively and theoretically. Therefore, there are three ways to collect data:

1. Planning

It means that the researcher plans that the research is conducted with considering the choice subject appropriately.

2. Selecting

The data is selected based on the subject that is researched. The subject of research is chosen in three video clips of TED-Ed's of YouTube that are entitled:

1. At What Moment Are You Dead.
2. The Hidden Meanings of Yin and Yang.
3. Human Sperm vs. the Sperm Whale.

3. Transcribing

The data is selected in YouTube will be changed into text with transcribing each video clips. Therefore, the data that have been transcribed will make the researcher easier to analyze data in text.

3.2 Data Analysis

The data as analyzed as good as qualitative research. It means that the researcher analyzes the data subjectively and theoretically. Therefore, the data that have transcribed into text are analyzed. Then the analysis would be conducted by using theory of Endophora, mainly how to differentiate Anaphora and Cataphora. The complete theory can be seen in chapter II. In addition, the researcher makes a table to make researcher easier in analyzing data and it also makes reader read and understand well.

The example of table analysis is looked below :

| Monologue | Time | Endophora | |
|---|--------------------------------|-----------|-----------|
| | | Anaphora | Cataphora |
| Humans have been fascinated with death and resurrection. Nearly every religion in the world has some interpretation of them | 00:00:09,942 - 00:00:18,648 | ✓ | |

Explanation : Anaphora is interpreted on the sentence “Humans have been fascinated with death and resurrection. Nearly every religion in the world has some interpretation of them” that word of *Them* refer back to *death and resurrection* that *death and resurrection* is subject pronoun and *Them* is object pronoun.

As the interpretation, it tells that people is very interested in death. Almost all of religions discuss about that.

As being exemplified above, the analysis used here is by using the theory of Anaphora. Details of analysis would be around the above example. That example also answers statement of problem number 1 and 2.