CHAPTER III

RESEARCH METHODOLOGY

In this part, there are discussions about methodology of research. It is consists of research design, the role of the researcher, research instrument, subject of the research, data and data source, data collection, and data analysis.

3.1 Research Design

In this study, the researcher uses a descriptive qualitative method. Descriptive qualitative is one of methods to research set, encompassing approaches such as empirical phenomenology, grounded theory, ethnography, protocol analysis and discourse analysis (Khotari, 2004). The researcher uses a strategis to enhancing the credibility of design and analysis.

These methods come into their own in the 1970s and 1980s, and have become meanstream in education, nursing, and increasingly in psychology, particularly in non-traditional or professional training schools. Because there is now an extensive history with these methods, standards of good research practice to emerge.

3.2 The role of the researcher

The researcher wants to collecting use gestures of Ustadz Maulana's videos as the data to make percentages in analysis this research.

3.3 Research Instrument

The instruments of this research are the researcher and Ustadz Maulana's videos on youtube. This is link of Ustadz Maulana videos on *"Islam Itu Indah"* at Trans TV channel as bellow:

(1) https://www.youtube.com/watch?v=NNaaeRhtsA

(2) https://www.youtube.com/watch?v=wf0u6i9foi4

3.4 Subject of the Research

The subject of the research is Ustadz Maulana when he speaks on *"Islam Itu Indah"* at Trans TV channel. Ustadz Maulana has strategies to attractive the audiences. One of strategies is gesture or body language, his body language is very funny, so his explanation is easy to accept the audiences on *"Islam Itu Indah"* at Trans TV channel.

3.5 Data and Data Source.

The data of this study is gesture of Ustadz Maulana's video when he speaks on *"Islam Itu Indah"* at Trans TV channel. Meanwhile, the sources for this research will be taken from youtube. The researcher takes two videos for analysis the data and she also use random method to choose the videos.

3.6 Data Collection.

The Collecting data use to get information in order to achieve the objective of the research (Gulo, 2002:10). Some steps are take for collecting the data:

(1) Download video, (2) Classification gesture of Ustadz Maulana, (3) Analysis Gesture use formula, (4) Make precentages, (5) Ready the data.

3.7 Data Analysis

3.7.1 Gesture which often used by Ustadz Maulana when he speaks on *"Islam Itu Indah"* at Trans TV channel.

After the researcher found about some gestures on Ustadz Maulana's video, the researcher tries to make analysis. The researcher look carefully about gestures which use of Ustadz Maulana. Then, the researcher want to makes table of analysis the gesture of Ustadz Maulana as bellow:

Segments	Many Gesture of Ustadz Maulana.				
	LW	HW	PL	PR	PP
1st Segment					
2nd Segment					
3rd Segment					
4th Segment					
5th Segment					
Total :					

After that, the researcher makes a formula to precentages about Ustadz Maulana use over gestures with this formula below:

$$\frac{\text{Many Gestures}}{\text{Duration}} \times 100\% = \text{Prosentase Gestures}$$

The result of the Formula is likes the table bellow:

Precentages of Ustadz Maulana's gestures.				
Point left	Point right	High wave	Low wafe	Play Properties
$\frac{7}{30} \times 100\% = 23\%$	$\frac{10}{30} \times 100\% = 33\%$	$\frac{12}{30} \times 100\% = 40\%$	$\frac{17}{30} \times 100\% = 53\%$	$\frac{6}{30} \times 100\% = 20\%$

From this data, the researcher can take of hypothesa. That is Ustadz Maulana often used Low Wafe (LW) gesture in every speech to audience on *"Islam Itu Indah"* at Trans TV channel.

3.7.2 The Meaning of Ustadz Maulana's Gesture When He Speaks to Audiences on *"Islam Itu Indah"* at Trans TV Channel.

After the researcher watches, Ustadz Maulana's video. The researcher tries to classification gesture of Ustadz Maulana become five gestures. There are: (1) Point Left (PL), (2) Point Right (PR), (3) High Wave (HW), (4) Low Wave (LW), (5) Play Properties (PP). Then, the researcher wants to describe about them with some pictures in this underneath:

Fig. 1. Examples of the gestures collected in the database.

After the researcher knows about some Ustadz Maulana's gestures, the researcher wants to transcrip some words and explain of situation on the video, besides the researcher also add some images of Ustadz Maulana's gestures to know the meaning of gestures which Ustadz Maulana used on *"Islam Itu Indah"* at Trans TV channel.