Chapter III

3. **Research Method**

In this section it discusses the methodology of the research. It consists of research design, research instrument , data and data source, data collection, and data analysis.

3.1 Research Design

In conducting this research, the writer uses qualitative method. Qualitative method is a research procedure which result in descriptive data, including written and oral word from the research objective whether it is from soceity or book or factual report. Applying qualitative is needed due to written source of data and interpreting the results by using words. The purpose of qualitative method is to reveal fact, situation, phenomenon, or variable of the research (Lia: 2010). In addition, the data are described descriptively based on the research problem, what conceptual metaphor are used and how does meaning of conceptual metaphors used in FourFourTwo in UEFA Champions League 2017.

3.2 Research Instrument

The main instrument in this research taken from writen text in FourFourTwo football.co.uk. The instrument was writter itsefl as the only one that collect and analyze the data.

3.3 Data and Data Sources

The main source of data in this research is written text   from FourFourTwo.co.uk. That focus on the UEFA Champions League season 2017 news from semifinal stage start from 3 Mei until the championship entering final round in 4 June or it taken in full one month. The data of this research were metaphorical linguistics expressions. The data could be in the form of linguistics expression (word, phrases, and sentences) which found in FourFourTwo (UEFA Champions League 2017)

3.4 Data Collection

The writer   uses reading technique in collecting data of this research. Ratna (2010) says that "reading technique is scrutinizing and reading data then continued by noting". In other word it namely as reading, scruitnizing, and noting or *baca, simak, catat* (BSC) in Indonesia. The data taken when UEFA Champions league is entering semifinal until final round. Reading technique is used because in obtaining data used reading stage, that is reading with observation. The next technique is a note technique that captures the data by recording as the results of scrutinize.

Since metaphor need special approach to help and determine linguistics metaphor expression. The writter used procedures developed by Pragglejaz group (2007) called MIP (Metaphor Identification Procedure) to identify metaphor. This procedure basically determine the basic

meaning and the contextual meaning of linguistics expression. The basic meaning is originated from dictionary while the contextual meaning is revealed from the context that bounds the word under consideration. If the basic and the contextual meaning are different, the word has the potential to conceptualize metaphor.

According to Pragglejaz the procedures is as follow :

1. Read the entire text to establish a general understanding of the meaning.

2. Determine the lexical units in the text

3. For each lexical unit in the text, establish its meaning in context, that is, how it applies to an entity, relation, or attribute in the situation (contextual meaning). Consider the text what comes before and after the lexical unit.

4. Decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it.

5. If yes, mark the lexical unit as metaphorical.

3.5 Data Analysis

This study applied a qualitative approach to analyze the data. According to Creswell (2009) is a tool to explore and understand a problem of an individual or group. This method focuses on the explanation and interpretation of metaphorical linguistics expression. This method was selected because it did not attempt to generalize conceptual metaphors found in FourFourTwo (UEFA Champions League 2017), but it described metaphors found in FourFourTwo (UEFA Champions League 2017).

The procedures to analyze the data :

1. Examining the metaphorical linguistics expression from FourFourTwo (UEFA Champions League 2017) which contains metaphor.

2. Interpreting metaphorical linguistic expression into conceptual metaphors.

3. The chosen data then classified based on the concept which are found in the metaphorical linguistics expression.

4. The next step is finding the mapping to see the relation between source domain and target domain in the concept, the meaning of the metaphor more seen from this mapping

5. Identification of meaning in metaphorical expression use dictionary Identification of meaning in metaphorical language use some dictionaries to be the references; they are Merriam-webster.com and Oxforddictionaries.com. Those references are to find the literal meaning and compare with non-literal meaning from metaphorical language which contained in the text speech.

6. The last is identifying the function of the metaphorical linguistic expression used in FourFourTwo.

7. Make a conclusions based on data analysis.

The classification of metaphorical linguistics expressions which form conceptual metaphor presented in the table as follow :

No.	Date	Metaphorical Linguistic Expression	Conceptual Metaphor	Meaning	Function
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