

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the present study. It presents the method of data collection, the respondents of the study, the data collection instrument, and the method to analyze the collected data.

The present study is aimed at investigating data related to the study of word formation especially in printed media. This present study is an attempt to find out types of word formation processes found in two comic strips (Superman vs. the Amazing Spider-Man and Batman vs. the Incredible Hulk) and the context of situations that lead to the usage of word formation processes?

3.1 Research Method

This study adopted a qualitative descriptive method since it explored the study of word formation in printed media particularly in comic strip and related it to other previous research. This method was used to achieve the answer of the problems as stated above.

3.2 Data Collection

There were two parts written in this research to describe the data collection. First, the explanation of the data resources and second was the way to collect data.

3.2.1 Source of Data Collection

The data of this study were taken from two comic strips published by a joint of two well-known American comic strip publishers, DC comic and Marvel comic. These two publishers are known as the leader of modern American comic culture and have been made their name known since 1930s.

The first comic strip is Superman vs. the Amazing Spider-Man. It was a comic book jointly published by DC Comics and Marvel Comics that published in 1976 and was the first collaboration between the two publishers. It was written by Gerry Conway along with the help of the pencilers Ross Andru, Neal Adams and John Romita, Sr.

The second one is Batman vs. the Incredible Hulk, which also a comic book jointly published by DC Comics and Marvel Comics, published on September, 1981. In addition it was a special series that marked the third crossover between the two publishers. It was written by Len Wein along with the help of the penciler José Luis García-López.

3.2.2 Procedures of Data Collection

Before analyzing the data, the writer noted all the words that represent each type of word-formation from both comics. After all the data from the comic strip were collected, the writer re-typed, re-arranged and re-grouped the word based on their distinct features into written form.

3.3 Data Analysis

The data findings were analyzed by conducting several procedures, as mention below:

1. Close Reading

The first step on analyzing the data was by reading both comic strips carefully and taking notes on the words that the writer felt was the examples of word-formation processes.

2. Selecting

The second step was to select the words that appear in the comic strip that would be identified or observed in the process of doing the research.

3. Identifying

Through two samples of the American comic strips, the writer identified the tokens of several word-formation processes such as onomatopoeia, compounding, clipping, derivation, and acronym. The result would be presented in a table as follow:

No	Term	Full Word	Type	Frequency

4. Classifying

After identifying the types of the word-formation processes, each word found from both comic is classified into several accounts based on how they were produce. The types of the word-formation process used in this research are onomatopoeia, compounding, clipping, derivation, and acronym. The theory of the word-formation process is based on Yule's classification.

5. Analyzing

After classifying the data, the writer then analyzing the data taken from both comic strips in order to get answer for the research question.

6. Discussing

The final process of this research is discussing the data. The writer is having a clear description about the result while doing this section. Then, the writer was elaborated the result thoroughly and support it by some reference and theory taken from the books and other sources.

3.4 Closing Remarks

. The chapter has discussed the research methodology in this study. It comprises the aims of the study, the research method and how the data are collected. The method that described in this chapter will be applied in investigating the aimed study so that the writer will be able to find the answer.