

CHAPTER III RESEARCH METHODS

3.1 Research Approach and Methods

In order to fully comprehend the values of local wisdom embodied in the marriage rituals of the Lawelu village community, located in the Ulu Moro'ö area, this study used a qualitative methodology. This method was selected because it can give a more comprehensive view of the customs' meanings and practices. The goal of qualitative research is to comprehend a certain phenomenon. The phenomenon can take many different forms, including as behavior, perception, motivation, action, and so on. Each of these can be fully explained using the appropriate vocabulary to represent the circumstance and discussed in detail using spoken language. The gathered data undergoes qualitative processing and inductive/qualitative analysis. To better comprehend the phenomenon of internalizing local wisdom values in marriage customs, particularly in the research area to be researched, which is Lawelu village, ulu moro'ö district, the researcher employs a qualitative descriptive approach in this study. The researcher will be able to assess and offer explanations and descriptions in the form of words and phrases that are organized in accordance with the findings of the conducted study by employing a qualitative descriptive method.

3.2. Research Variables

Everything that becomes the subject of observation is referred to as a variable. Research variables are frequently defined as elements that influence the events or symptoms under investigation. The independent variables and dependent variables are the two variables that make up this study. Thus, "Sociolinguistics Analysis of local wisdom values in marriage customs in Lawelu village, ulu moro'ö district" is the study's independent variable.

3.3. Research Setting and Schedule

This research will be conducted in Lawelu Village, Ulu Moro'ö District, *which* is a location with wedding traditions rich in local wisdom values. The research schedule was from march 14th 2025 to april 14th 2025.

1.4. Data source

All sources of information or data used in the research process are considered research data sources. Rahardi 2021 states that the persons from

whom data is gathered are known as data sources. Items or persons that researchers see, read, or question regarding specifics pertaining to the research subject can also be considered data sources. Information gathered from various research sources is referred to as data. Data sources can be used in two different ways.

1. Primary data

This data was obtained from informants:

- a. Traditional leaders (aged 60-75 years)
 - b. Government officials (age 48-57)
 - c. Community (age 50-65)
- a. Information about local wisdom values in the Nias community's marriage practices, particularly in Lawelu village, Ulu Moro'ö district, was obtained through interviews with informants who were traditional leaders and government officials. Unstructured interviews will be the method used for the interviews. This unstructured interview is a type of interview where the format is variable and the questions and wording of each question can be altered as the conversation goes on. To ensure that the data is representative and qualitative, the primary goal is to gather information that is regarded as a component of the whole.
 - b. a survey asking about values of local wisdom in wedding traditions in Lawelu village, Ulu Moro'ö subdistrict.

2. Secondary data

Secondary data is data gained or collected from existing reading sources. The obtained primary data is supported by secondary data. Thus, literature searches or studies from different research archives and documents pertaining to this research are used to get this data.

3.5. Instruments Research

Tools or techniques used by researchers to gather data for a study are known as research instruments. A research instrument is a tool that researchers employ in the data gathering process to examine the findings of the research conducted in the following research stage. The data source and the way the instrument presents the findings have a big impact on the study's outcomes. Tape recorders, cassettes, and cameras were employed as supporting research tools in this study to capture interviews with government representatives and

traditional leaders as well as traditional wedding ceremonies in the community. The community was then given a questionnaire that contained a questionnaire.

3.6. Data Collection Techniques

Researchers use data gathering as a method or activity to precisely reveal facts, phenomena, or site conditions. The obtained data is then subjected to additional processing, namely processing and analysis. The technique employed in qualitative analysis is to describe the data using words rather than numbers. The information is gathered utilizing a variety of methods, including concentrated conversations, document analysis, interviewing, and observation, all of which are documented in field notes. Video recording and photography are additional forms that can be employed.

To obtain data to answer research problems, the data collection techniques used are:

1. Observation/Video recording

The method of gathering data through firsthand observation of field circumstances is known as observation. Attitudes, behaviors, activities, and interactions are just examples of the data that can be seen. In order to comprehend the customs and symbols that exist, researchers employ observation as a method of gathering data. This allows them to witness and study the wedding procession up close.

2. Interview

Asking informants questions during an interview allows for the direct collection of information. by interviewing families, community leaders, and potential brides and grooms to learn about their opinions on the importance of local wisdom in marriage. Interviews provide the precise information required for research. The interviewer chooses the questions to ask during the informal interviews used in this study. Semi-structured interviews allow informants to express their ideas and opinions while also assisting researchers in more transparently gathering the necessary data. Key informants and other informants who have been designated as respondents were interviewed for this study in the hopes of obtaining more detailed information regarding the analysis of local wisdom values in marriage customs in Lawelu village, Ulu Moro'ö sub district. Researchers can use notebooks and mobile phones' cameras to record interviews as they are being conducted.

3. Documentation

Documentation is a method of gathering data that is presented to the research topic through documentation rather than directly. Books, journals, and other historical records pertaining to marital practices that are relevant to the research subject can be gathered using this method. In Lawelu village, Ulu Moro'o district, documentation is done to gather information on the analysis of local wisdom values in marital rituals.

3.7. Data Analysis Techniques

The following table is below:

No.	Data Analysis Techniques	Explanations
1.	Data reduction	Reducing data entails summarizing, picking the key ideas, concentrating on what matters, searching for trends and themes, and getting rid of what isn't needed. In order to generate core notes from data mining, the data reduction procedure is regularly conducted.
2.	Data presentation	A data presentation is a compilation of facts from which inferences can be made.
3.	Conclusion/Verification	Conclusions and verification are the last steps in the data analysis process or activity. A methodical summary of the research findings can be comprehended following the reduction and presentation of the data, enabling decisions to be made based on precise and accurate conclusions.

The process of methodically searching and gathering information from field notes, observations, interviews, and documentation is known as data analysis. It involves classifying the information, dividing it into units, choosing what is significant and will be examined, and coming to conclusions that are simple for both you and other people to understand (Zainal Abidin Fikri, J. K. (2024).