

CHAPTER III

RESEARCH METHODS

3.1 Approach and Type of the Research

This research combines semantic analysis with qualitative research methodology. "Qualitative research deals with the ideas, perceptions, opinions or beliefs of the person under study and all of them cannot be measured by numbers, so this research aims to explore and understand the meaning given by individuals or groups to a human social problem. It starts with research questions and the goals and objectives to be achieved during the research process" Patel (2019: 53).

Taherdoost (2022), also states that qualitative research aims to address the scientific and practical problems of society and involves a naturalistic and interpretive approach to various problems. These methods use a variety of empirical materials such as life experiences and stories that show the routines and problems that individuals face in their lives by focusing on deep meanings and motivations that cannot be defined by numbers.

However, this research also uses quantitative elements in the form of recording data in the form of percentages and then describing it in the form of tables and diagrams to make it easier to understand. Each proverb is analyzed carefully and adjusted to the indicators of the types of meanings. If there is one proverb that contains the indicator, it is categorized according to that type. The information was taken from the interviews and from the book "Lala Halöwö ba Wamalua Falöwa, Amakhoita Döi Mböwö Bawamalua Falöwa, ba Tandrösanja Bakha ba Mbanua."

3.2 Variable of the Research

Marudhar 2023, Variables are qualities, properties, or characteristics of person, things, or situations that change or vary. According to Kaur in May 2023, variable in research include attributes, characteristics, personalities, or status of a place, thing, person, or phenomenon that researchers are attempting to evaluate or measure their differences,

similarities, relationship, and impacts to or among each other in various ways. So, there are two variables, namely the independent variable and dependent variable. As an independent variable (X) in this research is proverbs of traditional Nias wedding and dependent variable (Y) is semantic analysis.

3.3 Setting and Schedule of the Research

The research location is Dahadanö Gawu-Gawu village, Gunungsitoli city, North Sumatera. This research is focused on semantics analysis on the proverbs of Traditional Nias wedding at Dahadanö Gawu- Gawu village. This research will be conducted from February to March 2025.

3.4 Source of Data

In this study, the researcher took data sources from the results of interviews. Researchers interviewed traditional leaders or parents who knew about the meaning contained on the proverbs of traditional Nias wedding at Dahadanö Gawu-Gawu village. After that, researchers collected these answers as data sources. Data sources were also taken from the book "Lala Halöwö ba Wamalua Falöwa, Amakhoita Döi Mböwö Bawamalua Falöwa, ba Tandrösanja Bakha ba Mbanua."

3.5 Instrument of the Research

Oben 2021, a research instrument is a scientific and systematic designed tool used to collect, measure, and analyze data related to research interests and alignment. This research uses interview instruments and also document analysis to collect data. According to Donald Ary in Mufidati (2021), document analysis can be in the form of written or text-based artifacts such as textbooks, novels, journals, meetings, and so on, or unwritten records such as photo recordings, voice recordings, video recordings, images, and so on. Through these instruments, the purpose of this research can be achieved. The researcher used a table to analyze all proverbs by adjusting to the type

of meaning and its indicators. So, the researcher can identify all the proverbs based on the indicators of the type of meaning in the table.

3.6 Data Collecting Technique

Karunarathna, et al 2024 say that data collection is a fundamental phase in any research process, playing a critical role in determining the success of a study. In addition, Taherdoost 2021 give statement data collection is the process of collecting data aiming to gain insights regarding the research topic. The technique used by researchers in collecting data in the study starts from interviewing traditional leaders to get proverbs. After that, researchers reread and scrutinized the meanings of the proverbs. The next stage analyzed the meaning by adjusting the indicators of each type of relevant semantic meaning. From the analysis, the type of meaning of each proverb will be easily determined.

3.7 Data Analysis Technique

According to Alem 2020, data analysis is changing the collected raw data into meaningful facts and ideas to be understood either qualitatively or quantitatively. In this study, the researcher used content analysis based on semantic theory by Geoffrey Leech to analyze the data. The researcher analyzed the data by identifying and categorizing the types of meanings contained in each proverb. The data analysis process is explained as follows:

3.7.1 Familiarizing and Organizing

a. Familiarizing

The researcher read and repeated all proverbs in the traditional wedding ceremony in Dahadanö Gawu-Gawu Village to understand the underlying linguistic and cultural context.

b. Organizing

Proverbs were classified according to the stages of the wedding ceremony, then numbered and grouped to facilitate the analysis of semantic meaning.

3.7.2 Coding and Reduction

a. Coding

Each proverb is analyzed based on the seven types of meaning according to Geoffrey Leech's theory, then coded according to the indicators of the type of meaning.

b. Reducing

Proverbs that contain one or more types of meaning are selected and given a different color for each meaning. The data were then simplified into smaller units of analysis.

3.7.3 Interpreting and Representing

a. Interpreting

The researcher interpreted the meanings of the proverbs and explained their relationship with Leech's theory, supported by the cultural context of Nias traditional marriage.

b. Representing

The results of the semantic analysis are presented in two forms:

- Descriptive explanations, detailing how each proverb reflects a particular type of meaning.
- Quantitative form, showing the frequency and percentage of each type of meaning found in the overall data. These are presented in the form of tables and pie charts to provide a clear visualization of the semantic distribution in the proverbs.

This quantification was used to identify the dominant types of meanings found in traditional wedding proverbs, and to highlight the cultural emphasis in Nias people's communication style. The analysis also aims to reveal how proverbs function not only as expressions of wisdom, but also as semantic carriers of social, emotional and cultural values.