

## **CHAPTER III**

### **METHOD OF INVESTIGATION**

This chapter presents the discussion on the research design, the source of data, the technique of data collection and the technique of data analysis.

#### **A. Research Design**

This study used descriptive qualitative method. As stated by Djamaan in Muhammad (2011: 30), he states that descriptive qualitative method describes the meaning, concepts, definitions, metaphors, symbols and things. In this study, the writer used Brown (1994) idea on characteristics of spoken procedure from Youtube and written procedure from Google that is from the aspect of Complexity and Vocabulary.

#### **B. The Source of Data**

The data source of this study obtained from the spoken and written procedure, the procedure's topic is food recipe. Taken from Youtube inform of spoken procedure and Google in form of written procedure text Its only four video from Youtube and Google.

#### **C. Technique of Data Collection**

Technique of data collection in this study is through direct observation language used in food recipe between spoken procedure from Youtube and written procedure from Google. The steps of collecting data were as follows: Firstly, the writer downloaded the spoken procedure from Youtube and written procedure from Google. Secondly, the writer transcribed video of

spoken procedure from youtube and re-writes written procedure from google. Thirdly, the writer identified the parts language characteristics of spoken procedure from Youtube and written procedure from Google.

#### **D. Technique of Data Analysis**

Technique of data analysis is conducted qualitatively. The details analyzed through several steps. The details is as follows: first, the data derived from the transcripts is identified based on its category. It means the data will be classified based on its language characteristics. The next step is analysis the data by comparing them based on its characteristics of language the data is analyzed by relating them to the previous study and theory.