CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Taking into consideration how this research observed. In this research, the researcher used descriptive qualitative research. Cresswell (2013) confirmed that a method for investigating and comprehending the significance that individuals or groups assign to a social or human problem is qualitative research. The contents in this study were organized into words, phrases, sentences, and paragraphs. Furthermore Miles et al,. (2014) mentioned the qualitative analysis evaluates what things mean from the beginning of data collection by recognizing patterns, explanations, causal flows, and assertions. As emphasized by Creswell & Creswell (2018), qualitative data use words rather than numbers.

The qualitative is mostly found in analysis of social phenomena. This was supported by Cresswell and Poth (2017) that explained qualitative researchers investigate this issue by applying a developing qualitative research method, data collecting in a context sensitive to the people and places being investigated, and data analysis that is both inductive and deductive and reveals patterns or themes. The participant's perspectives, the researcher's reflexivity, a detailed description and analysis of the issue, and a contribution to the body of knowledge or a call for action are all included in the final written report or presentation. The goal was frequently to compare various materials, texts, or cases in order to reach generalizable statements.

The purpose of this study was to identify the strategies and functions of impoliteness of Gordon Ramsay utterances in "Hell's kitchen show". Data were collected from commentary by a man as a chef. The theory from Culpeper (1996 & 2011) discussed strategies and functions of impoliteness will be used to analyze strategies and functions of Gordon Ramsay's utterances. Also, the results of the study will be presented in a descriptive way. Therefore, qualitative research will be used to conduct this study.

3.2 Object of Research

The goal of this research is to analyze strategies and functions of impoliteness in Hell's kitchen show. Impoliteness was the object of this research. In addition, the commentary of Gordon Ramsay criticized the competitors taken as the data for this research. Thus, the impolite comments of Gordon Ramsay contributed to this study as the data source. Using the comments as a direction, the data was extracted from the utterances. The impoliteness strategies and functions were defined in the following step. Then, the researcher paid particular attention to the speaker's comments that convey impoliteness.

3.3 Method of Collecting Data

Data collection is the beginning step in the process of finding the data. In this research, the data were collected by using the observational method. As confirmed by Sudaryanto (2015), the observational method is a method to collect information by observing the way people use language. As this research is pragmatic research, this research requires utterances as the data. In applying the observational method, the researcher collected the data by involving the sense of sight, hearing, and

feeling. The sense of sight was involved in capturing the context which was seen in the reality show. The contexts which were in reality show appeared naturally and spontaneously. Next, sense of hearing was involved to note the script which shown the utterances of the characters. The researcher listened to the conversation several times to get the valid data. Then the conversations converted to script. The researcher highlighted the utterances by coding them with underlining and numbers. Lastly, sense of feeling of the researcher was involved in the context to feel the situation in the reality show.

According to Sugiyono (2013), data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Thus, without knowing the data collection techniques, the researcher will not get data that meets the data standards set. As supported by Sugiyono (2013), data collection can be done in various settings, various sources, and in various ways. On the other hand, Taylor et al., (2016) added that note - taking is the way to have the transcription to see the utterances, it started with the code of the data. Hence, note-taking was implemented as the technique to collect data where the researcher took \ note of the context and conversations in each episode of the reality show.

Based on the method and technique, the way to collect the data involved researcher's observation to the data source and note- taking process of the script that was shown in the steps as follows. Firstly, the researcher watched and listened to sixteen episodes of the Hell's Kitchen reality show which lasted 45 minutes in each episode to get the script. Then the utterances which showed the performances

of impoliteness based on Culpeper (1996 & 2011) were highlighted by coding with numbers and underlining to find out raw data.

3.4 Method of Analyzing Data

In analyzing the data, the researcher used a pragmatic identity method by involving the context of Sudaryanto (2015). The technique that was used is the pragmatic competence - equalizing technique. As supported by Sudaryanto (2015), pragmatic competence in equalizing is to equalize the phenomena and the theory. In this study, the researcher equalized the data, and the theory of impoliteness strategies and impoliteness functions put forward by Culpeper (2011) & Culpeper (1996). Hence, the researcher highlighted the specific data with some colors. Each color has its own characteristics according to strategies and functions of impoliteness

The researcher sorted the data that has been identified by means of the predetermined colors. Giving colors based on the match of the type of strategy and function. To highlight the strategies, the red symbolizes bald on record, the blue symbolizes negative impoliteness, the green symbolizes positive impoliteness, the purple symbolizes sarcasm impoliteness, and the yellow symbolizes withhold impoliteness. Meanwhile to highlight the function of impoliteness. The bold green symbolizes affective impoliteness, the bold purple symbolizes entertaining impoliteness, and finally, the bold blue symbolizes coercive impoliteness. Next, the researcher started by determining the context to get the meaning of utterances. Lastly, the analysis of data equalized the theories of Culpeper (2011) & Culpeper

(1996) to determine strategies and functions of impoliteness which was described in the finding section.

3.5 Method of Presenting the Research Results

The last process of analyzing is presenting research results. The data was categorized into two categories: impoliteness strategies and impoliteness functions. This research used the descriptive narrative method. As mentioned by (Taylor et al., 2016, p. 21) descriptive narrative method worked with stories, especially those told is a description in some paragraphs. This research presented descriptively. Words and sentences were used to present the analysis results. The purpose was to explain the analysis results in a descriptive manner so that readers could understand the chosen subject fast.