

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Descriptive this study used a qualitative approach (Creswell, 2007) The social phenomena that the researcher examined served as the foundation for the qualitative methodology adopted in this study. Closed relationships with words, phrases, and sentences on a qualitative level are utilized to assess several types of data, including observations. In this study, there were no numbers or symbols. As a result, the aim of this study was to provide a greater comprehension of the selected phenomena. This research applied words, phrase, and sentences in the data source, the way to analyze, and the way to present research result.

The source's data is a phenomenon from a pragmatics perspective. The utterances served as the source of the data. Words, phrases, and sentences were used to describe the various utterance forms. The process of gathering facts and basing analysis is based on Searle's (1969) theory. The notion of directing speech acts and the form of directive is based on to Yule (1996) theory. Then, they were used to analyze the directive acts phenomena in Steve TV Show on YouTube Channel.

3.2 Object of the Research

The research's purpose was a directive act, which was used in this study. SteveHarvey Comments used a directive style. The utterances that characters used to order other characters to perform the intended activities were used to classify the different forms of directive acts. After identifying the utterances of directive acts, the types of directive acts were discovered. That was accomplished by observing

how the actors acted out the directives in the spoken word. The researcher concentrated, in a nutshell, on all characters' utterances that demonstrated directing acts.

3.3 Method of Collecting Data

This research employed an observational method proposed by Sudaryanto (2015). The phenomena linked to the theory revealed by the data were observed using the senses during the data collection phase. This indicates that the researcher does all of the data collection by personal observation, independent of any participant. The talk show's context and every conversation were both examined through observation. Because the researcher chose not to participate in the talk show conversation, a non-participatory data collection technique was used.

There were certain actions taken during the data collection. The talk show's conversation was first transformed into a script. The information regarding the statements was then obtained from the discussion on the talk program that dealt with the phenomenon of directing acts.

Every word spoken by the characters had some sort of direction in it. Researcher gathered their information from Steve Harvey speech while he was hosting the Steve Show. Utterance becomes the focus of this study because the researcher identified the many acts and forms of directed utterance that the character employs. The researcher only examined the statements that had directive utterances out of all the talk show data.

3.4 Method of Analyzing the Data

This research uses the method of pragmatic identity proposed by

(Sudaryanto, 2015). It used a pragmatics method, using context to identify the data. The used of pragmatic identity method is a hearer and the method is relevant if the utterances can make a correct action from the hearer. The types and forms of directive acts are identified, described, and categorized in this study using a qualitative approach. This research employed pragmatic competence in equalizing, which asserted that the skill of equalizing the data in this research and its accompanying theory, for the method of evaluating the data, by equivalence the data and then categorizing the data analysis based on Searle (1969) theory this research was able to identify the data. Thus, the technique is pragmatic identity competence in equalizing.

The following actions were taken throughout the data analysis. Find out the context of the statements that were highlighted and used as data in the talk show dialogue first. The dialogue's utterance order was explained by the context. The meaning associated with the theory was then determined by matching the context to the utterances. To fix the first and second issues with Searle's theory's categories and kinds of directed acts, the highlighted utterances were finally evaluated.

3.5 Method of Presenting Research Result

The research findings are shown after the data have been analyzed. The analysis's conclusions and findings were presented in sentences and paragraphs without using numerals to describe them. In other words, the presentation of the research findings was referred to as an informal exposition (Sudaryanto, 2015). Research result was presented in paragraph descriptively and narratively.