CHAPTER III
RESEARCH METHODOLOGY

Research methodology is not just a series of technical steps to achieve a valid and accountable research result, but rather a philosophy and systematic approach that underlie the process of collecting, analyzing, and interpreting data.

3.1 Research Design

Undoubtedly, research design is one of the most crucial aspects of any study, as it outlines the approach to observation. In this research, the researcher employed descriptive qualitative methods. This research employs the descriptive qualitative method to collect data by observing the data source. Qualitative research requires paying more attention to the interpretive aspect of questioning and setting the study within the researchers political, social, and cultural environmental. Creswell (2018) stated that the procedure of research include the decision from assumption to the detailed method of data collection and analyzing. It also support by Merriam &Tisdell (2016) who stated that the concept knowledge is continuously generated by individual as they engage in and make sense of an activity, event, or phenomenon underpins qualitative research. Therefore, the aim of the research was to provide a more in-depth understanding of the selected phenomena. The next by Litosseliti (2010) stated that digital photos and video recordings of human conversation are becoming more common in qualitative research. This is closely related to the data source of this study which has contained of social phenomena. For the result of the qualitative research is a descriptive narrative; this research collects information from Jonathan's show and can be used as data Distraction and categorization are

methods for data analysis. Finally, the results are presented in written form. As a result, this research uses quantitative research method.

In addition, theories that help explain the data are required so that the ultimate goal is to make generalizable statements by comparing different sources, a text, or a situation. This study aims to determine the type of expressive illocutionary acts that show "Jonathan Ross Show" by the character in that show, namely Jonathan himself. Data has been collected from Jonathan's own statements. As a basis for the study of expressive illocutionary acts, the theories given by Searle & Vanderveken (1985) has been used. And for the functions support by theory Norrick (1978).

3.2 Object of the Research

The object of research is something that is very important and need in analyzing data to get scientific results. In this research, the researcher used objects from the types and functions of expressive acts. Theories from Searle & Vanderveken (1985) were used to analyze the several types of expressive acts while theories from Norrick (1978) were utilized to evaluate the function of expressive acts. This study was used the "Jonathan Ross show" as a data source. It started from opening of the show with a monologue topic by Jonathan Ross as the host, and then move on to a dialogue event which contain guest interviewing and joking performances. There are so many moments in "Jonathan Ross Show" became viral because invited important peoples that make the audience's inspirited and laugh. Jonathan Ross' show has 594 million subscribers, which makes it one of the most popular talk shows in today's society.

3.3 Method of Collecting Data

In this study, data was collected through observation. The first step in finding data is data collection. Collecting data for analysis by researcher undergo a step-by-step process according to the research topic taken. In this study, Researchers applied the observational method by Sudaryanto (2015). The observation method collect data is by looking at the research subject. This research is a pragmatics research, so the data are utterance that will find in the data source. In this study, the researcher used the senses of feeling, hearing, and sight when using the observation method. The sense of sight was used to watch the talk show, the sense of hearing to listen to the utterances spoken by the characters in the talk show, and the sense of taste to feel the context of the television show. In contrast, this researcher conducted transcription using the note-taking method.

Furthermore, there is the data collection process. As a first step, researcher watched the "Jonathan Ross Show". Next, the researcher listened to the "Jonathan Ross Show". Third, the researcher wrote and highlighted the utterances related to the type expressive illocutionary acts and functions. Finally, the researchers classified and created groups related to type expressive illocutionary acts and functions based on theory of Searle & Vanderveken (1985) and based on theory Norrick (1978).

3.4 Method of Analyzing Data

In data analysis, the researcher applied the pragmatic identify method by Sudaryanto (2015). The pragmatic identify method is use to search contextually for utterances of characters that contain presuppositions. This could happen

because contextual meaning in a conversation was needed to identify whether it was refer to the type of expressive illocutionary acts and the function. The researcher applied the theory of Searle in analyzed the type of expressive illocutionary acts. The theory direct researcher to analyze each data find and relate to the types of expressive acts and the functions of expressive acts that will find in the "Jonathan Ross Show". To use the approach, the researcher first balanced the data and the theory. In the process of analyzing the data, the researcher use the approach, started by specifying the purpose of the context, because the context provided the meaning that could be inferred. Therefore, the result of the analysis is to prove the acts and functions of expressive illocutionary speech acts in the "Jonathan Ross Show".

On the other hand, the equalization technique is applied by using pragmatic equivalent. These methods are used by researchers to examine the data that has been collected. The data were matched with relevant theories by using pragmatic competence with equating (Sudaryanto, p. 31, 2015). In other words, the method of data analyzed was to compare the expressive illocutionary acts data from the "Jonathan Ross Show" with the theory developed by Searle and Vanderveken (1985) and Norrick and the result, is data analysis using methods and techniques.

In this study, the data analysis proceeded through several systematic steps. Initially, the researcher employed data reduction due to the presence of numerous similar data points within the talk show. Following this, the researcher contextualized highlighted data, focusing on expressive illocutionary acts—

utterances that carry implicit meanings. Moving forward, the researcher analyzed these expressive illocutionary acts using Searle & Vanderveken (1985) theory to address the first research question. Additionally, the researcher examined the function of these acts within the movie's utterances based on Norrick (1978) theory, aiming to answer the second research question. This structured approach ensured a comprehensive analysis of the data within the study's framework. As a result, the data analysis in this study was conducted through various procedures and the first and second research questions have been answered.

3.5 Method of Presenting the Result Analysis

The informal technique was used in this research in order to convey the findings. It was chosen because the researcher used words and sentences to describe the research findings in a descriptive manner. The method of presenting the result analysis in qualitative research can vary depending on the research question, data collected, and research design. The last stage carried out by researcher in this research methodology is to present the results of the analysis after analyzing the data. Based on Sudaryanto (2015), the research results are presented descriptively. Then, the descriptive narrative method by (Taylor, 2016) is applied in this research. This research presents speech acts and expressive forms. Therefore, the method of presenting the analysis used is by using words and sentences.