

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

Litosseliti (2010) explained there are three types of research design, qualitative, quantitative and mix method. This research used a qualitative descriptive. According to Cresswell (1994) a qualitative study defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.

Additionally, this research applied Brown and Levinson theory to find out the types and the politeness strategies as the primary theory, found in America's Got Talent.

3.2. Object of the Research

The object of the research was politeness strategies focused on the judges utterances in America's Got Talent. The data were taken from America's Got Talent. The researcher chosen several videos to listen and discuss the sentences that expressed the politeness strategies. This data were taken from week 1 to week 7 in 2019 uttered by 6 judges they are Simon Cowell, Howie Mandel, Julianne Hough, MEL B, Gabrielle Union, Heidi Klum. The data sources were collecting from the platform site www.youtube.com.

3.3. Method of Collecting Data

The data were collected by using the observational method by Sudaryanto (2015). Observational method is collecting by observing the data. The researcher used non-participatory data collecting technique because the researcher did not involve in the conversation during the show. From collecting, the data must be relevant with the phenomenon of the research. The data in this research obtained by discussing the data in America's Got Talent uttered by the judges.

3.4. Method of Analyzing Data

Sudaryanto (2015) stated that they were analyzed by using the pragmatic identity method, where the data were compared with the theory in order to find the similarities to the theory. After the data were collected, every research needs the data to solve the problem. In this research, the data found were identified and categorized the types based on the politeness strategy theory proposed by Brown and Levinson (1987).

There were several steps to discuss the data. The bold data were identified to discover the politeness strategies based on Brown and Levinson (1987). Sudaryanto (2015) the pragmatic competence in equalizing is a technique to equalize between the theory of politeness strategies proposed by Brown and Levinson (1987) theory. To solve the problem, one data could answer the two questions of formulation research.

3.5. Method of Presenting the Analysis Result

In presenting the data, Sudaryanto (2015) stated that there were some ways to present the result analysis. This research used the informal method proposed by Sudaryanto (2015) It means that the process of presenting the data by using words.