CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research focused on analyzing turn-taking strategies used in the 2024 American Presidential Debate between Joe Biden and Donald Trump. Therefore, a qualitative research design was considered the most appropriate. The aim of the research was to understand how each candidate managed their speaking turn during the debate. Since this involved detailed language use and interaction patterns, it could not be explained using numerical data. Thus, the research relied on descriptive explanations of speech and conversational analysis.

A descriptive qualitative approach was applied to examine how the candidates took, held, and yielded their speaking turns. As explained by Creswell (2013), qualitative research focused on understanding meaning through detailed analysis of words, actions, and communication. This research used conversation analysis within discourse analysis to explore the specific strategies the speakers used, such as how they interrupted, how they signaled the end of a turn, or how they dealt with overlapping speech. These elements were important for understanding the interaction patterns and communication style used by the candidates during a high-stakes political debate.

3.2 Object of the Research

This research used the YouTube video entitled “the 2024 American 1st Presidential Debate” as the primary data source. Books, journal article, newspaper, magazine used as the secondary data. This debate was held on June 27, 2024 in America. This first general election debate between the major candidates was sponsored by CNN and attended by Democratic Party nominee of Joe Biden and Republican Party of Donald Trump. The debate showed the competition between Donald Trump and Joe Biden in order to get the voters from American people. This event is crucial for American people in order to get the vision and mission from both candidates for the better future of America.

To respond with the object of this research, the researcher used the turn taking theory analysis put forward by Stenström. The focus of this research was on turn-taking components and types. These components and types had various forms and contexts, especially within the framework of political debates. Stenström's (1994) theory was employed to assess the different turn-taking components and types. This debate is best to explore the turn taking phenomena according to Stenstrom with Discourse Analysis approach. The first analysis covers the components of turn taking and the second analysis investigates the types of turn taking. Both of these theories analysis revealed the underlying mechanisms of conversational dynamics within the 2024 American First Presidential Debate.

3.3 Method of Collecting Data

The data in this research were collected using an observational method, based on the explanation by Sudaryanto (2015). Observation was an important technique in qualitative research because it allowed the researcher to collect data by carefully watching and recording behaviour or interactions, without getting involved. Sudaryanto (2015) explained that there were two kinds of observation: participatory and non-participatory. This research used the non-participatory observation method, where the researcher only observed and did not take part or influence the debate in any way. This approach helped keep the research objective and avoided bias, so the analysis of turn-taking strategies could be more accurate and natural.

3.4 Method of Analyzing the Data

After collecting the data, this research analyzed the using of the turn-taking strategies framework proposed by Stenström (1994). The analysis focused on identifying and categorizing the various strategies used by the participants in the 2024 American First Presidential Debate between Joe Biden and Donald Trump. Stenström's (1994) framework categorizes turn-taking strategies into three main types: taking a turn, holding a turn, and yielding a turn. Each of these categories was further broken down into specific strategies, such as "starting up," "taking over," "interrupting," "filled pauses," "lexical repetition," and others.

To analyze the data, the researcher applied the referential identity method as outlined by Sudaryanto (2015). The referential identity method of analysis

investigates the data by focusing on essential elements that are influenced by contextual factors beyond linguistic structures. The analysis began with a thorough review of the debate transcript and video, where each instance of turn-taking was identified and coded according to Stenström's (1994) framework. The coding process involved categorizing the data into the different types of turn-taking strategies, allowing the researcher to systematically examine how these strategies were employed by the debaters.

The next step involved contextual analysis, where the researcher examined the circumstances under which specific turn-taking strategies were used. This included considering factors such as the timing of interruptions, the use of pauses, and the overall flow of the conversation. By analyzing these contextual elements, the researcher was able to gain insights into the effectiveness and strategic use of turn-taking by the debaters. Finally, the categorized data was subjected to a comparative analysis, where the researcher compared the turn-taking strategies used by each debater. This comparison helped to identify patterns and differences in their communication styles, contributing to a deeper understanding of how turn-taking strategies can influence the outcome of a debate. The analysis was thus a combination of qualitative categorization, contextual interpretation, and comparative examination, all grounded in established theoretical frameworks.

3.5 Method of Presenting Research Result

The researcher employed the informal technique to present the findings of this research. According to Sudaryanto (2015), research results could be

communicated using either formal or informal techniques. The formal technique involved the use of symbols, tables, and statistical data to convey the results, while the informal technique relied on everyday language and descriptive explanations.

Given the qualitative nature of this research, which involved the analysis of turn-taking components and types within a political debate, the informal technique was deemed more appropriate. This approach allowed the researcher to convey the nuances and complexities of the conversational dynamics observed during the debate. The results were presented in narrative form, supported by examples from the debate transcript, to illustrate the various turn-taking components and types employed by the participants.

By using the informal technique, the researcher aimed to make the findings accessible and understandable, not only to academic audiences but also to those with an interest in discourse analysis and political communication. The explanation in this research was supported by quoted dialogue from the debate to illustrate the turn-taking components and types being discussed. This method helped present the findings more clearly and completely, so that readers could better understand how turn-taking worked in the context of a high-pressure political debate.