

CHAPTER III

METHOD OF RESEARCH

In this chapter will discusses about research design, object of the researcher, method of collecting data, method of analyzing data and method of representing research result.

3.1. Research Design

Based on the explanation in the chapter II, the type of the research conducted by the researcher is a language study that focuses on the pragmatic field. In this research, the writer emphasized the analysis of the use of politeness strategies in conducting speech acts. Therefore, the method used in this research is a descriptive method using a qualitative approach. Qualitative descriptive is an analysis of data where the data obtained, through words, sentences or paragraphs in the text.

This research employed a descriptive qualitative approach in analyzing data. Researcher would collect data through conversations between the host and guest in talk show entitled The Oprah Winfrey Show episode with Michelle Obama as the guest which contained a positive politeness strategy. This study uses Brown and Levinson (1987) theory to describe positive politeness strategies using qualitative descriptive methods.

3.2. Object of the Research

Data refers to material used in several studies. The data of this research were the conversations which happen in the talk show entitled in the episode with

Michelle Obama is the guest of the talk show. While, the data source was the subject from which the data was obtained (Arikunto, 1986). The researcher used a talk show entitled The Oprah Winfrey Show as the source of data. The show was highly influential to not only audience in their home country but widely known across the world many of its themes have penetrated into the American pop-cultural consciousness. The talk show uses a variety of positive politeness strategy. The data in this study contain the expressions of positive politeness strategies uttered by the host and the guest which she interviewed.

3.3. Method of Data Collection

The method in collecting the data was observation method (Sudaryanto, 1993). The technique of this analysis used note taking technique. The researcher took following steps in conducting content analysis; watching the talk show, replaying the talk show many times in order to understand the entire story, picking and take a note the dialogues that contain the positive politeness strategy found in the talk show to make the process analysis easier. The data of this research is in the form of clauses and sentences. The researcher analyzed the positive politeness by dividing them into several strategies.

3.4. Method of Analysis Data

The method of this analysis data was pragmatics identity method. The data which are already collected then the specific steps that researcher should take in this research are as follows:

1. Researcher classified data in the form of clause or sentences of the utterances which contained positive politeness strategy in the dialogs of the talk show entitled The Oprah Winfrey Show.
2. After each of the data are collected, the researcher explained the use of positive politeness strategy in the talk show entitled The Oprah Winfrey Show and divided into each 15 strategies.
3. Then, researcher analyzed and interpreted each datum based on Brown and Levinson's theory which consists of 15 strategies: notice, exaggerate, intensify interest to the hearer, use in-group identity markers, seek agreement, avoid disagreement, presuppose / raise / assert common ground, jokes, assert or presuppose the speaker's knowledge and concern for the hearer's wants, offer, be optimistic, include both the speaker and hearer in the activity; give (or ask for) reasons, assume or assert reciprocity, give gifts to the hearer.
4. Researcher than analyzing the factors which influencing the speaker, in this research contains of the host and the guest, using a positive politeness strategy based on Brown and Levinson's politeness scale consisting of social distance, relative power and absolute imposition rank.
5. Lastly, researcher draws the conclusion from the data analysis and gives suggestions for the upcoming studies.

3.5. Method of Representing Research Result

In presenting the results of research, researcher uses informal method. The informal method is a method that uses words and sentences to explain data

analysis. According to (Sudaryanto, 1993), there are two kinds of method to presenting the data, formal and informal. Formal method is a presenting method by using diagram, chart, numbers and table. While informal method is using words and sentence to explain the analysis.