

CHAPTER III

RESEARCH METHOD

This chapter presents the research method which includes research design, data sources, data collection, and data analysis.

3.1 Research Design

In conducting this research, the researcher used qualitative research to analyze the data. Since, qualitative research deals with the data that are in the form of words and pictures rather than numbers and statistics. Qualitative research investigates the quality of relationships, activities, situations, and materials. It focuses on understanding the context and attempts to explain the intentionality of behaviors. (Ary *et al.*, 2002)

This research was qualitative research because of some characteristics. First, the data were in the form of words or utterances in a speech transcript. Second, this research used human instrument, the researcher as the primary instrument for data collection and data analysis. Third, the purpose of this research was to get understanding and deep information on how expressive acts used by Barack Obama on his speech.

3.2 Data Sources

Data of this research were utterances containing expressive act uttered by Barack Obama. The main source of the data in this research was the complete

transcript of Barrack Obama's presidential speech in Universitas Indonesia at 10th November 2010 that was taken from <http://www.whitehouse.gov/the-press-office/2010/11/10/remarks-president-university-indonesia-jakarta-indonesia>. The researcher also took a data in a type of video that was taken from www.youtube.com to support the transcript data.

3.3 Data Collection

In collecting the data, the researcher followed some steps. The first step was browsing and downloading. The researcher browsed and downloaded to get the main data on the internet about Barrack Obama's presidential speech in Universitas Indonesia at 10th November 2010, both in a type of transcribed data and video. And then the second was reading and watching. The researcher read and watched the data to get a general views of the whole data. Then, the third step was selecting the data. The researcher selected the data by giving highlight on the utterances which express expressive acts.

3.4 Data Analysis

The researcher used some steps to analyze the data. According to Ary *et al.* (2010, p.481) data analysis in qualitative research has a difficult process because it deals with field notes, interview transcripts, audio recording, video data, reflections, or information from documents, and all of that must be interpreted and examined. The data that have been collected must be organized in order to create explanations, develop theories, or pose new questions. To analyze

the data, there are three steps that must be followed; familiarizing, coding, and interpreting.

Familiarizing is a way how the researcher becomes familiar with the data through reading and rereading notes and transcripts, viewing and reviewing videotapes, and listening repeatedly to audiotapes. In this research, the researcher read intensively the transcribed data and watched the video simultaneously and repeatedly. The aim of reading the transcript data and watching the video simultaneously was to make the researcher clearly understand and familiar with the data.

The next step was coding. The researcher identified the categories of the collected data and sorting them by looking for units of meaning. The researcher categorized the data which consisted of expressive acts into its classification. And then, the researcher also made a list of speech act strategies of the data based on Akmajian's theory.

The last was interpreting the data. This was a step for the researcher to bring out the meaning and provide the explanation. The researcher brought out the meaning and provided the explanation based on Searle and Akmajian's theory.

After the three steps were followed, the researcher made a conclusion based on the results of the data analysis to answer research problems.