

CHAPTER III

RESEARCH METHODS

This chapter presents the detail of the research method employed in this study. It consists of research design, data sources, data collection, and data analysis.

3.1 Type of Research

On the basis of the research problems, the research approach of this study is qualitative since it fulfills the criteria for qualitative research.

In qualitative studies, the human investigator is the primary instrument for gathering and analyzing the data (Ary, 2002, p.424). This study was done by collecting data and analyzing data by the writer herself. In this study the writer explains utterance in dialogue performed by the host of Kick Andy Show “*Berprestasi di Usia Muda*” episode.

3.2 Data Source

The function of the research is to provide a description of politeness strategies used by host of Kick Andy Show. The data of the research are the utterances produced by the host in an interactive politeness strategies conversation.

The data source of this research is the excerpt or extract of conversation done by the host of Kick Andy Show.

3.3 Data Collection

1. The writer obtains the data from the interactive conversation done by the host of Kick Andy Show "*Berprestasi di Usia Muda*" episode. The data consists of 6 videos and the duration of all the videos is 55 minutes.
2. The conversation between the presenter and the guests' record is downloaded from <http://www.youtube.com/watch?v=K0XMH2EHfg>. Considering that the main point of this research is to find out the politeness strategies performed by the Host of Kick Andy Show "*Berprestasi di Usia Muda*" episode.
3. After downloading video from YouTube, watch the video then write down all the host utterance of Kick Andy Show "*Berprestasi di Usia Muda*" episode become a transcript data which is ready for analysis on the next step. In order to validate the source of data, the writer crosscheck by listening and seeing the video from YouTube to check whether the transcript is exactly the same or there are some different between the transcript and the video so that the data will be valid one.

3.4 Data Analysis

After the data were obtained, they were analyzed by conducting the following steps:

1. Classifying the politeness strategies performed by the host in Kick Andy Show "*Berprestasi di Usia Muda*" episode based on Brown and Levinson (1987, p.103-132).

2. Analyzing the potential reason in using the politeness strategies in Kick Andy Show “*Berprestasi di UsiaMuda*” episode.
3. The last step is concluding the final result of this research. At the first, the conclusion appears vague then increasingly explicit and grounded. The conclusion also needs to be verified by looking back to the field notes and theory, the conclusion obtained after analyzing the politeness strategies that are used by the host of kick Andy Show “*Berprestasi di UsiaMuda*” episode. The second research problem about the reason in using politeness strategy is answered by looking in the context of the dialogue delivered by the hostof Kick Andy Show.

