

CHAPTER III

RESEARCH METHODS

The writer divides this chapter into some points which discuss some aspects related to the research methods. They are type of research, data source, data collection, and data analysis.

3.1 Research Design

This study was classified as qualitative research, because it deals with data that are in the form of words, rather than numbers or 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. 2010). This research applied qualitative since the object of the study was the transcription of utterances of *Bukan Empat Mata* hosted by Tukul Arwana because it is categorized into written document text. In this research, the researcher used descriptive method because the purpose was to describe which utterances contained politeness maxims and which utterances contained violation of politeness maxims.

Research design is according to Ary, et. Al (2010:30) document or content analysis since it focuses on analyzing and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, and other document.

This study was classified into document or content analysis because the researcher conducted the research by taking analysis of *Bukan Empat Mata* talk show in theme *The Commentator*. This study analyzed and interpreted the utterances to learn human behavior represented by the host of *Bukan Empat Mata* talk show named Tukul Arwana.

3.2 Data Sources

The data for this study were the utterances of *Bukan Empat Mata* hosted by Tukul Arwana in *The Commentator* episode that was broadcast on September 25th, 2013 which contained Politeness Maxims and Violation of Politeness Maxim. The utterances were transcribed by the researcher into written material. The researcher separated the host utterances with the utterances from the guests. So, the data source of this study was a transcript from the utterances that have been transcribed by the researcher into written material.

3.3 Data Collection

In collecting the data, the researcher followed some steps. The first step was downloading. The researcher downloaded the talk show of *Bukan Empat Mata* on www.youtube.com. And then the second was watching. To get the validity of the data, the researcher watched carefully to the dialogue of the talk show. Then, the third step was transcribing. Here, the researcher transcribed the transcript of the dialogue into written material. And the last was selecting the data.

The researcher selected the data of utterances which expressed politeness maxim and violation of politeness maxim.

3.4 Data Analysis

According to Ary et al, "Data analysis is a process to make the data arranged systematically in order to increase researchers' understanding of the data and to enable them to report what they learned to others"(2010, p. 481). In this study, the process of analyzing the data is focused on Ary et al's theory of qualitative data analysis (2010). The process of data analysis is divided into three stages: Familiarizing and Organizing, Coding and Reducing, and Interpreting and Representing.

1. Familiarizing

According to Ary et al (2010, p.481), initially, the researcher should become familiar with the data through reading and rereading notes and audiotapes. The further process to sharpen the data is transcriptions, including tape-recorded interviews, focus groups, video recordings, and handwritten field notes. In this study, the step of familiarizing is watching the video several times and transcribing the conversation into written material.

2. Coding and Reducing

a. Coding

According to Ary et al (2010, p.483), Coding is about developing concepts from the raw data. The first step in coding is referred to as axial coding, open coding, preliminary coding, or provisional coding. In this study, the data are also coded by coloring the

utterances in green containing politeness maxims and yellow containing violated maxims.

b. Reducing

The researcher reduces the utterances which do not belong to both of politeness maxims and violated the maxims.

3. Drawing conclusion from the result of analysis.

