

CHAPTER III

RESEARCH METHODS

This chapter covers the research method of the study including research design, data source, data collection, and data analysis.

3.1 Research Design

This study revealed the speech strategies of Mario Teguh in motivating the viewers in Mario Teguh Golden Ways Show. The writer used qualitative approach employing document analysis to conduct this study. Ary et al. (2002, p. 425) says “qualitative researcher deals with the data that are in the form of words, rather than number and statistics”. The objective of this study is to gain holistic picture and deep understanding rather than a numeric analysis of data. This study attempted to describe the speech strategies of Mario Teguh in Mario Teguh Golden Ways Show and all the data was presented in the form of words.

The writer also employed document analysis to indicate and analyze the speech strategies of Mario Teguh in Mario Teguh Golden Ways. Ary et al. (2002, p. 442) also defines that:

“Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the materials. The material analyzes can be textbooks, newspaper, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents”

Here, the writer investigated the transcribed utterances produced by Mario Teguh when motivating the audience in Mario Teguh Golden Ways Show, observed the speech strategies in various sentences of his speech, and figured out the speech strategies which is frequently occurred within Mario Teguh's utterances in Mario Teguh Golden Ways Show.

3.2 Data Source

The data of this study were taken from Mario Teguh's utterances when giving motivation to the audience at Mario Teguh Golden Ways TV program. Mario Teguh Golden Ways is weekly aired containing certain topic to discuss in every episode. The writer used one video downloaded from www.youtube.com and the topic of *Ujian, Siapa Takut* airing at Metro TV on April 17, 2011 was selected as the data of this study.

The reason of selecting this video was that the topic of the video talked about life-obstacles faced by common people. One of the models was taken from national examination phenomenon which is annually faced by all Indonesian students. Since it became the trending topic, the writer believed that Mario Teguh tried to give beneficial motivation for the audience and could change the mindset in facing an examination in life. The purpose of this topic suited for all-age audience. Therefore, the writer was interested in taking this video as the source of data. Since there were other members of the show like the host and the audience, the study only focused on Mario Teguh's utterances.

3.3 Data collection

Ary et al. (2002, p.430) states that there are three methods such as observation, interview, and document analysis. The writer considered using document analysis because the data was in the form of spoken data (utterance) transcribed into written text. In collecting the data, the witer applied several steps, as follows:

1. downloading the complete video entitled *Ujian, Siapa Takut?* In www.youtube.com
2. transcribing the utterances by playing and pausing the video
3. reading the whole transcription of the utterances
4. reviewing the video for the accuracy of both the transcription result and the video
5. underlining the utterances produced by Mario Teguh which contain speech strategies and the other ones supporting the data analysis
6. removing the irrelevant utterances which have no speech strategies

3.4 Data Analysis

Data analysis was the next process after the data collection had been completely done. In this step, the writer answered the first and second problem

sistematically. The following steps were done to analyze the data:

1. Clarifying the data

The writer reviewed the obtained data. The writer identified Mario Teguh's utterances containing speech strategies proposed by Beebe and

Beebe and also Neale and Ely such as creating figurative image, creating drama, and creating cadance in speech by giving code. In this study the writer employs several codes to ease the analysis process for instance the code “M” is for metaphor, “S” for simile, and so forth.

2. Classifying the data

After clarifying the data, the writer classified the data into every speech strategies categories proposed by Beebe and Beebe and Neale and Ely. The data were presented in the form of table illustrated as follows:

Tabel 2.1 Speech Strategies Used by Mario Teguh in Mario Teguh Golden Ways

No	Utterance	Speech Strategies											
		CFI			CD				CC				
		M	S	P	Om	Inv	S	RQ	P	Ant	R	Al	RT
Total													

- Note:
- 1. CFI : Creating Figurative Image
 - a.M : Metaphor
 - b.S : Simile
 - c.P : Personification
 - 2. CD : Creating Drama
 - a.Om : Ommision
 - b.Inv : Inversion
 - c.S : Suspension
 - d.RQ : Rhetorical Question
 - 3. CC : Creating Cadence
 - a.P : Parallelism
 - b.Ant : Antithesis
 - c.R : Repetition
 - d.Al : Alliteration
 - e.RT : Rhythmic Triads

On the table above the writer put the utterances containing speech strategies used by Mario Teguh. Then the writer divided the utterances into the type of speech strategies by marking the columns (√).

3. Analyzing the data

In this step, the writer analyzed the utterances which are contained speech strategies. After that, the writer explained the obtained data by making relation between the findings of her study to the theories proposed by Neale and Ely and Beebe and Beebe and the previous studies presented in Chapter II.

4. Drawing Conclusion

In this step, the writer took conclusion to answer the research problems.

