

CHAPTER III

RESEARCH METHODS

This chapter gives some information concerning about: (1) type of research, (2) data source, (3) data collection, (4) credibility and dependability, and (5) data analysis.

3.1 Type of Research

This study is classified into qualitative research. According to Berg (1989, p.2), qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things. The analysis of qualitative data allows writers to discuss in detail the various social contours and processes human beings use to create and maintain their social realities.

This study applies qualitative research because of its characteristics. The first, it is purposed to explain the real condition in the field in the form of non-numerical data analysis.

Second, it uses inductive way of thinking as Ary et al. (2002, p.4) states that to be absolutely certain of an inductive conclusion, the writer must observe all examples of the data to reach a general conclusion.

The writer conducts the study by using qualitative approach and the type of research is content or document analysis because the used data are texts. The type of this study is document analysis because the data used are from the transcription of Indonesian President Candidate in their political advertisements in 2009. According to Ary et al. (2002: 442) content or document analysis is a research method applied in written or visual materials for the purpose of identifying specified characteristics of the material. The materials analyzed can be textbooks, newspaper, speeches, television programs, advertisement, musical compositions, or any of a host of other types of documents. In this research, the writer tried to

understand, analyze and interpret the data which are collected in the form of words.

Moreover, the key instrument of this research is the writer herself.

3.2 Data Sources

The data sources of this study are the transcription of Indonesian President Candidate in their political advertisement in 2009 as a text. Data sources are taken in the periode time

during May- July 2009. The data sources taken from www.youtube.com as follows:

Table 4.1. Sources

Advertisement's title	Website
Iklan JK (Mampu)	http://www.youtube.com/watch?v=oxNoB6WFyYk&feature=related
JK-Wiranto (Kebangkitan)	http://www.youtube.com/watch?v=5AnbAiD40To&feature=relmfu
Iklan Jusuf Kalla (Joe Biden)	http://www.youtube.com/watch?v=1N_QoNKOjzg
Ibu Jenderal 60	http://www.youtube.com/watch?v=wLTHxoYa3wo
Pesan dari Mega dan Prabowo: Bersatu untuk Perubahan	http://www.youtube.com/watch?v=cF3R8Dem3QA&feature=related
Iklan Mega-Prabowo	http://www.youtube.com/watch?v=yjTH_S0OhzU&feature=related
Partai Demokrat: Iklan 4 Tahun Pemerintahan SBY ver Ekonomi	http://www.youtube.com/watch?v=IPtN79q1u54
Iklan SBY Budiono(Dari Rakyat untuk Rakyat)	http://www.youtube.com/watch?v=5malF3GJR6Q&feature=relmfu
Iklan SBY-Budiono (Tulus)	http://www.youtube.com/watch?v=urwqMmFL9ds

While, the data of this study was utterances produced by president candidates in their political advertisements. The writer only chooses 9 political advertisements in the form of speech which is analyzed in this research, because in the original advertisement there was more than 18 advertisements in the form of songs and moving slogans that can not be analysed in this research.

In this study, the writer analyzes the use of politeness strategies from the political advertisement in the form of speech by Indonesian President candidates, Megawati, Susilo Bambang Yudhoyono, and Jusuf Kalla. The study is done in order to achieve deeper understanding about politeness phenomena in language use.

3.3 Data Collection

There are three methods of collecting the data such as interview, observation, and analysis on written documents such as quotation, notes, memorandums, publications and official reports, diaries, and written answer to questioner and survey (Suyanto, 1995:186).

The primary data analyzed in this research are taken from the written form of the transcription of Indonesian President Candidate in their political advertisement in 2009. This method of collecting data used by the writer can be classified into the third method:

1. Downloading the political advertisement from www.youtube.com, then watching it and choosing the appropriate data.
2. Transcribing the video of Indonesian president candidate's political advertisement.
3. Identifying the transcription by focusing attention on the FTA and politeness strategies which is used by the president candidate.

3.4 Credibility and Dependability

The writer uses triangulation theory to measure the credibility and dependability of the data. Moleong (2000: 179) stated that triangulation is a reliable data observational technique to show that the data is worthy. Triangulation uses two perspectives to make the data become credible and dependable. Triangulation as one of the techniques of observing the data can be concluded as the effort of checking the data when the writer doesn't only use one source of data, one data collecting method, or just use a self subjective comprehension without any other review from other research. Triangulation is based on multi perspective phenomenological thought. That means if we want to get a credible conclusion, we need more than one perspective. From that perspectives we are able to consider any phenomenon which appear to be concluded as a credible conclusion which more reliable. The writer

compares the data based on two different theories. The first is proposed by Brown and Levinson (1987), it talks about politeness strategies which is more complex and detail.

Meanwhile states the strategy divided into two major; positive and negative politeness strategy, and the second one is proposed by Leech (1995) that simplifies the strategy into six maxims.

The maxims seem cover only the positive politeness strategy. For example : “saatnya perubahan, Mega-Prabowo, Ibu negara yang dimasa kepemimpinannya mampu membuat harga sembako dan minyak tanah murah dibanding saat ini..” In politeness strategy which is proposed by Brown and Levinson (1987) it shows the positive politeness, seek agreement (strategy 5), and in Politeness maxims principle it can be determined as the agreement maxim which is avoid disagreement.

3.5 Data Analysis

According to Patton as cited by Moleong (2000:280) data analysis is the process of arranging the order of data, organizing into a pattern, categories, and the basic unit of description.

This study analyzes the advertisement of presidential candidate which is broadcasted in every national television station in the periode of May- July 2009. In addition, Moleong (2010:248) there are three general steps of analyzing qualitative data. There are:

1. Data display

Here, the writer rereads the data and tabulates the data into table. The first step is identifying the transcription by focusing attention on the FTA and politeness strategies which are used by the presidential candidate. The second step is categorizing the data into table. The third is analyzing the transcription using FTA theory proposed by Brown and levinson (1987). Fourth step is analyzing the

transcription using politeness strategies by the theory of politeness strategies by Brown and Levinson (1987) and Leech (1993)

2. Data reduction

The first step is analyzing the transcription using FTA theory proposed by Brown and Levinson (1987). Second step is analyzing the transcription using politeness strategies by the theory of politeness strategies by Brown and Levinson (1987) and Leech (1993).

3. Drawing conclusion

After the analysis of the findings of the study was completed, the writer wrote up the conclusion.

