

CHAPTER III

RESEARCH METHODS

This chapter discusses the methods that are used in the study. It consists of research design, data source, the technique of data collection and data analysis.

3.1 Research Design

This study used descriptive qualitative method because it described about what language function used by the host and the text analysis of the host's utterances based on linguistic features in hosting *Tupperware She Can*.

Descriptive method is a research method which describes systematically a situation or area of interest factually and accurately. Therefore, the writer watched the program, found the language function used and did text analysis in the utterances to get a better understanding.

Furthermore, this study used qualitative method because it analyzed about what language function used by the host and the text analysis of the host's utterances based on linguistic features in hosting *Tupperware She Can*. Besides, qualitative research was used because the data were in the form of words, not numbers. Ary et al (2010, p. 424) state that "qualitative research deals with data that are in the form of words or pictures rather than numbers and statistics."

Due to the use of television program as the data of this study, it also used document analysis as the type of research. Ary et al (2010, p.457) define document analysis as "a research method applied to written or visual materials for

the purpose of identifying specified characteristics of the material such as textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents.”

Furthermore, the writer used theory triangulation of Jakobson’s and Halliday’s theories as the theory in this study in order to have valid data. Theory triangulation made the result of data analysis were more accurate and trustworthy.

3.2 Data Source

The data of this study were in the form of the transcription of the utterances in *Tupperware She Can* Mother’s Day episode on 22 December 2012.

The writer took the data from this episode because it involves four present women ministers of Indonesia to celebrate Mother’s Day. Besides, the talks contain lots of language functions needed in this study. In order to have a deeper discussion, the writer focused the discussion on what kinds of language function used by the host in this program and on what text analysis of the host’s utterances based on linguistic features. The writer transcribed the utterances herself by watching *Tupperware She Can*.

3.3 Data Collection

In collecting the data needed in this study, the writer underdid several steps, they are :

1. Downloading *Tupperware She Can* Mother’s Day 2012 episode from YouTube.

2. Watching *Tupperware She Can* Mother's Day 2012 episode for several times to make the writer sure that she really understands the content of the dialogue.
3. Transcribing the utterances in *Tupperware She Can* dialogue which are used as the data in this study.
4. Selecting the utterances which contain language functions by checking them with the theory used, that is the theory triangulation of Roman Jakobson's and Halliday's theories. If the utterances fulfill the requirements of the theory of Jakobson and Halliday, they were chosen as the data to be analyzed, but if they were not in line with the types of the theory, they would not be analyzed as the findings.
5. Translating the utterances which contain language functions into English. After translating the utterances by herself, the writer conducted a peer checker, who is Drs. Nur Salam, M.Pd as the translation lecturer, to make sure the result of the translation is correct.

3.4 Data Analysis

Data analysis is "a process whereby researchers systematically search and arrange the data in order to increase their understanding of the data and to enable them to present what they learned to others" (Ary, et al 2010, p.480).

The data were analyzed by employing the following procedures:

- I. Grouping the utterances containing language functions into a table. The writer selected the utterances based on the theory triangulation of

Jakobson's and Halliday's theories. The writer used a table in analyzing the utterances of *Tupperware She Can*. The example of the table can be seen below:

No.	Utterances		Id			Ip		Po	Txt
	Indonesian	English	R	M	Ph	E	D		

Note :

Id = Ideational

Ph = Phatic

D = Directive

R = Referential

Ip = Interpersonal

Po = Poetic

M = Metalingual

E = Emotive

Txt = Textual

- Analyzing the data which contained language function. In this step, the writer described and analyzed the data based on the theory triangulation of Jakobson's and Halliday's theories.
- Analyzing the text analysis based on linguistic features focusing on vocabulary choices in the dialogue of the host of *Tupperware She Can*.
- Discussing and summarizing the findings. After analyzing all of the findings, the writer made a conclusion as the result of the study.