

CHAPTER III

RESEARCH METHOD

This chapter discusses research design, data sources, data collection, and data analysis.

3.1 Research Design

The writer used descriptive qualitative method to conduct this study. The method was chosen because this study concerned with the characteristics of qualitative research which are proposed by Moleong (2000). The characteristics are natural setting, human instrument, inductive data analysis, descriptive discussion, and focusing more on process than the result. The data of this study are in the form of utterances of Barack Obama's speech. This study used human instrument that is the writer as the primary instrument for collecting and analyzing the data. The purpose of this study is to get understanding on how apology strategies used in Barack Obama's political speech.

The writer collected the data in the form of utterances that consist of apologizing strategies used in Barack Obama's speech at Strasbourg Town Hall.

The data were analyzed based on the theory of apology strategies proposed by Cohen and Olshtain (1983) to identify the apologizing strategies.

3.2 Data Source

The data of this study were the apologizing strategies used in Barack Obama's speech at Strasbourg Town Hall. This political speech was held in

Strasbourg, France. It was an hour speech which was held on April 3rd, 2009. The purpose of this speech was to renew the relationship between United States and Europe. The speech itself was attended by students of France and Germany. The data source was the script of Barack Obama's speech at Strasbourg Town Hall taken from <http://www.whitehouse.gov>, the trusted site which provides the access to have contact with the White House. This site gives information about government, administration, issues and also the transcript of Barack Obama's speech containing apology utterances delivered at Strasbourg Town Hall from the beginning up to the end of the speech.

3.3 Data Collection

Ary et al. (2010, p.421) stated that the primary instrument used for data collection in qualitative research is the writer himself, often through interviews or direct observation in collecting the data. In this study, the writer collects and analyzes the data by himself.

The writer applied three procedures in collecting the data.

1. The writer searched for the script of Barack Obama's speech from <http://www.whitehouse.gov>. This site provides the access to have contact with the White House.
2. The writer carefully read the script from the beginning up to the end in order to find out the utterances containing apology.
3. The writer marked the selected utterances which contain the apology to make them easier to be analyzed.

3.4 Data Analysis

The data obtained from the script of Barack Obama's speech were analyzed using the taxonomy of apology strategies proposed by Cohen and Olshtain (1983). After collecting the data, the writer began to analyze the data by using Miles and Huberman's theory of qualitative data analysis (1994). There are three steps namely data reduction, data display, and drawing conclusion and verification.

1. Data Reduction

Miles and Huberman (1994, p.10) stated that data reduction is the process of selecting, focusing, simplifying, abstracting, and transforming the data. The purpose of those processes is to sharpen the data such as writing, summaries, coding, teasing out themes, making cluster, making partition, or making memos. In this study, the writer used this following steps:

- a. Finding an utterance which showed apologizing acts used in Barack Obama's speech at Strasbourg Town Hall in order to understand what the speaker's utterances by marking the utterances which contain apology.
- b. Identifying an utterance based on the category of apology strategies in some excerpts which contained apologies. Then, the writer classified into direct apology or indirect apology.

2. Data Display

Miles and Huberman (1994, p.11) define a display is an organized, compressed assembly of information that need conclusion drawing and action. In this study, the data were displayed in the form of explanation. The

writer displayed the 12 excerpts containing apology and followed by explanation.

3. Drawing conclusion and verification

The last process was drawing conclusion and verification. In this process the analyst begins to explain and interpret data after collecting them such as gave explanations in each excerpt. Moreover, verification may be as brief information and interpretation by researcher with a statement about the apology strategies in each excerpt by using Olshtain and Cohen apology strategies (1983). In this study, conclusion was drawn based on the results of the data analysis to answer research problem.

