

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter discusses the research methodology of the present study. It contains the research questions stated in the first chapter, research design, data collection, and data analysis.

#### 3.1 Formulations of problems

This study is geared to answering the umbrella question “How is advising realized by two *da'is* in *Cermin Hati* program?”. This question is further probed through two more specific questions as follows.

1. What are the strategies of advising employed by two *da'is* in *Cermin Hati* Program?
2. Does the style of both *da'is* relate to the realization of advice?

#### 3.2 Research Design

The present study is largely qualitative. Fraenkel and Wallen (1993: 380 as cited in Yuliani 2009: 25) define qualitative research as a research study that investigates the quality of relationships, activities, situations, or materials. The method will be in the form of descriptive method. It is employed to discover understanding and description of the realization of advice in *da'wah* program. This will be used further to identify and classify the advice strategies and the style of the *da'is* in delivering *da'wah*. Besides, the quantitative method is used to

identify trends of the advice strategies and the style. Thus, this study will also investigate the relationship between the style of the *da'is* and the realization of advice.

### 3.3 Data Collection

The data collection for the present study covers two steps. They are recording and transcribing. The first is recording. The data were collected by audio recording a *da'wah* program from one TV station. The recording device is an LG KG200 mobile phone with WAV format. The data are the utterances of advising by two *da'is*, i.e. Jefri Al-Buchori and Ahmad Al-Habsyi. The data were obtained from the *Cermin Hati* program in Global TV. The program was recorded two times to acquire the two *da'wah* of two *da'is*. Al-Habsyi's *da'wah* was recorded on November 4<sup>th</sup>, 2008 whereas Al-Buchori's was recorded on November 23<sup>rd</sup> 2008. The duration of each *da'wah* is approximately thirty minutes. It has been selected as the data for some reasons. First, *Cermin Hati* program is available everyday at 4.30 a.m. Second, the program is a *da'wah* program which is the focus of this study. It contains advice. Besides, the program performs the *da'is* who are assumed to have different realization in conveying their *da'wah*.

After the recording, the next step is transcribing the data. The two recordings are listened carefully and repeatedly from the beginning to the end of duration in order to have valid transcription. The recordings are not only the

utterance from the *da'is*, but also the presenter and the audience. The full transcriptions of *Cermin Hati* program are presented in appendix 1 and 2.

### 3.4 Data analysis

The data analysis employs largely qualitative method. The qualitative method covers two important steps, i.e. the identification of the advice strategies and the style as well as the classification of the advice strategies and the style. Nevertheless, quantification method is also implemented to present the number of occurrences of the data as well as percentage. It is used to discover the trends in the advice strategies and the style. Additionally, quantification is employed to identify the relationship between the style of the *da'is* and the realization of advice.

The first is identifying the advice types and strategies as well as the style. The advice types and strategies are identified from the transcription. The advice is identified based on the definition of advice. Advice, according to Hinkel (1997 as cited in Flor, 2005) is a complex speech act that should be performed with caution when the speaker is reasonably certain that the hearer is likely to do what is being advised, that all advice must be hedged and never given explicitly to avoid offending the hearer, and that the speaker is presupposed to have the right or the authority to give advice. Furthermore, the style is identified by noting the formal and informal characteristic employed by the *da'is* in their utterances.

The second is classifying the advice strategies and the style. The advice is classified based on Flor's (2005) framework. Moreover, the classification of

advice strategies can be seen in Chapter II. Furthermore, the style which is examined in this study is classified into four aspects, i.e. reference terms, lexical choice, phonological form, and morphological form.

The third is identifying the trends in advice strategies and the style. This part presents the quantification of advice strategies and the style based on the findings. The occurrences are interpreted and presented in numerical amounts as well as percentage. This method is employed to examine the tendency of each aspect analyzed in this study: the advice strategies, the style of both *da'is* in delivering their *da'wah*, and to investigate the relationship between the trends in the style employed by the *da'is* and the advice realization.

