CHAPTER III
RESEARCH METHODOLOGY

This chapter discusses the methodological aspect of the research, which includes the research problems, the research method, the data source of the research and the technique of data collection. This chapter also explains the process of obtaining the data and the procedure of analyzing the data.

3.1 Research Problems

The research examines the distributions of extended meanings performed by broadcasters of OZ, Rase, and Dahlia; the analysis of extended meanings and listeners' attitudes toward it. The problems of the present research are formulated in the following questions:

1. What are the distributions of extended meaning in three selected Bandung radio stations?

2. What are the extended meanings of those words?

3. What are listeners' attitudes toward the occurrences of extended meanings in the broadcasters' utterances?

3.2 Research Method

The method applied in this study is descriptive qualitative. A qualitative approach was employed due to its capability to investigate every social phenomenon that occurred in our society, including a phenomenon of extended meanings used by broadcasters. As Syamsudin (2006) stated, "Qualitative

research is used to get better comprehension to investigate social phenomena and individual perspective. Describing and explaining those phenomena are the main goal of this method." In accordance with Syamsudin, Strauss and Corbin (1990 in Yunus) said that Qualitative method can be used to get a better understanding about any phenomenon which little is yet known, and to gain new perspectives on things about which much is already known, or to gain more in depth information that may be difficult to convey quantitatively.

Even though qualitative research was conducted, it did not mean that simple statistic could not be used in this study. Some quantification was also utilized to discover the percentages of extended meanings in Dahlia 101, 5 FM; OZ 103, 1 FM and Rase 102, 3 FM. Therefore, the distributions of extended meanings can be revealed. The data analysis in qualitative research relies on description; even when certain statistics are calculated, they tend to be used in descriptive rather than inferential senses (Fraenkel and Wallen 1990).

The descriptive method was also used to illustrate the extended meanings phenomenon in broadcasters' utterances vividly, such as what words obtained the extended meanings and how the extended meanings of those words. According to Iscaac and Michael (1981), A descriptive method is used to describe systematically the facts and characteristics of a given population or area of interest, factually and accurately. Moreover, Gay (1987 in Krismayanti 2005) stated that a descriptive method is a research method that necessarily includes collecting data to answer the question of the study.

3.3 Data Source of The Research

In investigating the extension of meaning in the radio broadcasters' utterances, this research involves three radio stations in Bandung: Dahlia 101, 5 FM; OZ 101, 3 FM and Rase 102, 3 FM. Dahlia 101, 5 FM is one of the famous *dangdut* radio stations in Bandung. Its target listeners are people between the age of 15 and 45 years old who vary in education background, social and economic status. As *dangdut* radio stations, Dahlia FM plays *dangdut* music along with Sundanese, Indonesian and Indian song. *Bandung Goyang sik..Asik, Goyang yuk* is the slogan of this radio station.

OZ 103, 1 FM designs its program for dynamic, creative, and fashionable teenagers. Its target listeners are teenagers between 16 and 24 years old who come from in the middle and upper class. Nevertheless, those who are above the age of 24 still can listen to this radio station since there are many interesting programs. OZ FM plays 60% Western music (pop, alternative, R&B, jazz, and rock) and 40% Indonesian songs. It also presents the latest information on music, movies, and events for young listeners. *Station Panutan Oz 103, 1 FM* is the slogan of OZ radio, which is reflecting OZ as the oldest radio stations in town.

The last radio station investigated in this research was Rase 102, 3 FM. Dynamic, smart, educated, and executive people with the ages range from 20 to 39 years old are selected as its target listeners. Many of Rase listeners are people from middle and upper class. As one of adult radio stations, music played is easy listening adult contemporary by percentage 70% western and 30% Indonesian

songs. Moreover, it provides all information about Bandung, whether its condition, history, and food. This attention is demonstrated by Rase FM's slogan, *Keep Bandung Beautiful euy*.

There were several reasons why this study was conducted in those three radio stations. First, those three radio stations were assumed to be the best radio station in Bandung. Data on PintuNet.com show that the broadcast, program, information and transmission of these radio station was good enough in its segments; Dahlia gets the second position in *dangdut* radio station; Oz gets the second position in teenagers radio station and Rase stays in the first position as adult radio station.

Second, those radio stations were purposively chosen because many broadcasters of those radio stations were expressive enough in delivering their program. Hence, the data needed for this study can be easily obtained.

3.4 Technique of Data Collection

3.4.1   Recording Live Broadcasting

The recorded data were the programs from three selected radio stations namely, *Dahlia Indonesia Asik, OZ Papih Mamih* and *Good Morning Bandung.* These three programs were daily programs, which had different formats and schedules. The date of the recording and general depiction of these programs is listed in the following tables:

Radio Stations	Date of Recorder	Programs	Time	Descriptions of the Programs	Broadcasters
Dahlia 101,5 FM	March 10th 2008 March 11th 2008 March 13th 2008 March 17th 2008	Dahlia Indonesia Asik	08.00 - 10.00 P.M	It is one of the best request programs in Dahlia. In this program, listeners can request some songs, which can be played by a broadcaster. Besides, the listeners also can greet their friends.	Rian Febrian
OZ 101,3 FM	March 3rd 2008 March 4th 2008 March 17th 2008 March 18th 2008	OZ Papih Mamih	06.00-09.00 A.M	It is the greatest morning program which is delivered by the best and craziest crew. In live talk show format, this program present hot gossip, live interactive sharing, and quiz. Fresh, fun, mad and powerful is the characteristic of this program.	Vivi Novidia and Wicky Adrian

Rase 102,3 FM	March 7th 2008	Good Morning Bandung	06.00-10.00 A.M	Live talk show is chosen as the format of this program. It provides the information of Bandung history, career, discussion with police, health, and general information for kids.	Rosa Nabati and James Hewani
	March 10th 2008				
	March 11th 2008				
	March 12th 2008				

3.4.1 Interview The Participants

Interviews with some listeners were conducted to explore listeners' personal attitude toward the occurrences of extended meanings in the program. This interview consisted of 25 open ended question. While, listeners chosen as interviewees were listeners who often listened Dahlia 101, 5 FM. OZ 101, 3 FM and Rase 102, 3 FM. They were 9 listeners, 3 listeners from each radio stations.

3.5 Data Analysis

3.5.1 Transcribing The Recorded Data

In transcribing, I did not transcribe all recorded data. Broadcasters' utterances are the only thing to be transcribed. Music and advertisements were not included in order to make the transcription more efficient. Unfortunately, transcribing the data into written text was not easy. Broadcasters often spoke unclearly and fast.

Thus, the audio player had to be played repeatedly to get the best result. If there were still unhearable words, the writer put "...." as the symbol of the transcription.

3.5.2 Analyzing The Recorded Data

There were several steps taken in analyzing the data. First, the data transcription of broadcaster's utterances, were identified. Since this study focus on extension of meaning, the identifying was only limited to some words which obtained the extended meanings. Its identifying was difficult enough since the context of the sentences were completely considered.

The identifying was then followed by the computation of percentages of extended meanings among *Dahlia Indonesia Asik, OZ Papih Mamih* and *Good Morning Bandung*. These percentages were used to investigate the distributions of extended meanings among three selected programs.

The next step was to analyze words appearing concurrently in those three radio programs. At this stage, the analysis was mainly concentrated on the meaning of words uttered by broadcasters. To examine their extended meanings, the meaning of words later was compared with their original meanings found in dictionaries. The relation between the original meanings and the new given meanings, and parts of speech of words certainly were also observed.

3.5.3 Analyzing The Interviewed Data

Another analysis focused on the listeners' attitudes toward the occurrences of extended meanings in broadcaster's utterances. After listeners completed all

given question, the result was transcribed into written texts. The collected data then were classified based each radio station. After that, the indentifying of listeners' personal opinions of extended meanings was accomplished. At this point, listeners' personal attitude among three radio stations was compared to discover the differences and similarities of opinions toward the appearances of extended meanings.