

## CHAPTER III

### RESEARCH METHOD

This chapter explains the method which was used in this research. It covers research design, data collection, and data analysis.

#### 3.1 Research Design

This study is aimed at analyzing the use of person deixis in *Bukan Empat Mata* and *Show Imah* talk shows; and analyzing person deixis contribution to the structure of *Bukan Empat Mata* and *Show Imah* talk shows. The suitable approach to be used in investigating those problems is qualitative. It was chosen because qualitative approach observes the language use of a person in a particular way (Duff, 2008). In addition, Silverman (2001, p. 25) stated that “qualitative study is concerned with exploring people’s life histories or everyday behaviors”. Accordingly, qualitative approach gives a better understanding of a certain subject matter dealing with the behaviors. Furthermore, Moleong (2004) stated that qualitative approach is aimed at studying phenomena in a society. Since the social world becomes the focus in qualitative approach, Croker (2009, p. 7) agreed that:

As qualitative researchers believe that meaning is socially constructed, their research focus is on the participants – how participants experience and interact with phenomenon at a given point in time and in a particular context, and the multiple meanings it has for them.

In line with those opinions, the present study is qualitative because it observed the language use or language behavior of participants in the talk shows and it is also studied social phenomenon in the talk shows. In line with Croker, Bogdan & Biklen (1992) agree that “meaning is always subject to negotiation”. It means that meaning will be seen differently by different people. The ‘participant perspectives’ becomes the concern of a qualitative approach. It is suitable due to the essence theory of person deixis which interprets an utterance in different

meanings or different referenceness depend on the perspectives of communication participants (Grundy, 2008). Afterwards, this study is in line with a characteristic of qualitative approach which is the data are analyzed inductively (Bogdan & Biklen, 1992).

There are various designs within qualitative approach due to “the term ‘qualitative approach’ is an umbrella term used to refer to complex and evolving research methodology” (Croker, 2009, p. 5). However, the present study used a qualitative case study. A case study is a qualitative design which focuses upon a single entity (e.g. person, group, event, and so on) or a case within its real-life contexts (Bromley, 1986; Yin, 2003). Besides, the data analysis on the case study covers in depth (Gall, 2003 as cited in Duff, 2008). Accordingly, Creswell (2009) pointed out that case study is a strategy of investigation where a program, event, activity, process, or one or group is explored in depth. Furthermore, Hood (cited in Heigham and Croker, 2009, p. 68) pointed that boundedness principle is central in case study. Merriam (1998, p. 9) agreed that a case is a ‘bounded system’ or a defined individual or entity to be explored. Stake (in Creswell 1995) added that cases are bounded by time and activity. In the field of applied linguistics, case studies are usually associated with interpretive qualitative research (Duff, 2008). In the present study, the talk show programs were considered as a single case and they were analyzed and interpreted in depth. Therefore, case study was considered as the proper design for the present study.

### **3.2 Data Collection**

The data of this study were verbal communication in talk show programs. They were collected by recording. As the data of the study was a spoken form, the data need to be transcribed into written form for analytic use (Polkinghorne, 2005). Two TV talk shows were chosen as the data i.e. *Bukan Empat Mata* in Trans 7 and *Show Imah* in Trans TV. Both talk shows were chosen because they are

popular in Indonesia and they became nominees in Panasonic Gobel Awards 2013. Besides, the situations of both talk shows are the same, namely comedy. One episode of each talk show was chosen to be the samples on this study. An episode of *Show Imah* talk show, which was live broadcasted in Trans TV was recorded on January 14<sup>th</sup>, 2013, then an episode of *Bukan Empat Mata*, which was also live broadcasted in Trans 7 was recorded on January 22<sup>th</sup>, 2013. Each episode of both talk shows was chosen because it has the same numbers of participant (one presenter / host, and two assistants / co-hosts). In addition, each episode contains various person deictic expressions either in Indonesian or in Javanese language. The use of Javanese language in both talk shows was probably influenced by the background of primary hosts of both talk shows i.e. Tukul Arwana and Soimah who come from Java. After the data were transcribed in the written form then they were analyzed further.

### **3.2.1 *Bukan Empat Mata***

*Bukan Empat Mata* is a talk show program in one of Indonesia TV channels namely Trans7. It is presented or hosted by Tukul Arwana, a comedian. Because of the background of the presenter is comedian, the talk show goes on humorous and casual atmosphere. Tukul Arwana is the host in this talk show. Moreover there are also Peppy, Vega Darwanti, and Ola Ramlan as co-hosts who help the main host to lead the program.

### **3.2.2 *Show Imah***

*Show Imah* is also a talk show program in Indonesian television. It is broadcasted in Trans TV channel. What makes *Show Imah* different with *Bukan Empat Mata* is the host or presenter is a woman: Soimah. Her background is also a comedian, a traditional singer and a dancer. The same with *Bukan Empat Mata*, the background of the host, which is comedian, also lead the program flows in a casual and a humor situation. Soimah is also accompanied by two co-hosts

namely Yadi and Deswita Maharani in leading the talk show. They are acts as helpers or assistants, while Soimah acts as a mistress in the talk show.

### 3.3 Data Analysis

As mentioned in the data collection, the data of the study were in the form of transcription of the talk shows. There were several steps in analyzing data of the present study i.e. **identification, classification, quantification, and interpretation.**

The **first** step was **identifying** the occurrences of person deictic expression based on the theory of Fillmore (1997), Grundy (2008), Levinson (1998), Lyons (1977), O’Keeffe (2011), and Yule (1998). They define person deixis or deictic expression as expressions which refer to objects or interlocutors in a communication situation. The object can be humans, animals, or things. In this case, a word is considered as person deixis when it is subject pronoun (*I, you, we, they, he, she, it*), or object pronoun (*me, you, him, her, it, us, you, them*), or possessive adjective (*my, your, his, her, its, our, their*), or possessive pronoun (*mine, yours, his, hers, ours, and theirs*) and or reflexive pronoun (*myself, yourself, himself, herself, itself, ourselves, yourselves, themselves*) (Fillmore in O’Keeffe, 2011). However, subject pronoun of *I, we, they, you, he, she* and *it* were non-deictic when the words are generic, or anaphoric. See Table 3.1 column (3) to see the example of identification process.

The Example [8] exemplifies the identification of person deictic expression *saya* from the utterance that was produced by Deswita when she talked to Soimah to inform that she wanted to pick up her phone.

[8] Saya Mau angkat telepon  
I want lift telephone  
‘I want to pick up the telephone’

Example [9] exemplifies the the identification of person deictic expression that was produced by Soimah toward Deswita (H) when she was angry with Deswita because Soimah thought that Deswita did not help Yadi.

[9] *Kudune kowe ki sing resik*  
 Should **you** part part clean  
 ‘**You** should be clean’

From the utterances in Examples [8] and [9], the pronoun *saya* and *kowe* were identified as person deictic expressions. See Table 3.1 column 3.

The **second** step was **classifying** those person deictic expressions into three categories as proposed by Levinson (1983) and Cruse (2000) which include first person (speaker inclusion), second person (addressee inclusion), and third person (speaker and addressee exclusion). After they were classified in three categories of personal pronoun, then the person deictic expressions were classified based on the language formality.

The pronoun in Example [8], has been identified and classified into first person deixis. Furthermore, from its language formality, *saya* is considered formal Indonesian, while in Example [9], the second person deictic expression *kowe* (*you*) is considered casual Javanese. To see the classification process, language formality and the description, see the Table 3.1 column 4, 5, 6, 7 and 8.

Table 3.1 Data analyses of identification & classification

No.	Utterances	Deictic Expression	Types of Personal Pronoun			Language Formality	Description
			1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	<i>Saya mau angkat telepon.</i>	Saya	√			Formal Indonesian	<i>Saya</i> ( <i>I</i> ) in this sentence points to Deswita as speaker who acted as a maid and a co-host in the talk show. She was talking to Soimah (hearer)

					who acted as a mistress or the host of the talk show.
2.	<i>Kudune Kowe ki sing resik ngrewangi Yadi meh ki umah ki resik.</i>	Kowe	√	Casual Javanese	<i>Kowe (you)</i> in this sentence was uttered by Soimah as speaker who acted as the mistress or the host. It was pointed to Deswita as hearer who acted as a maid or a co-host in the talk show.

The **third** step was **quantifying** or calculating occurrences of person deictic expressions in each category to discover the tendency of person deixis that were used in those talk shows. Table 3.2 is applied to see the tendency of first, second, and third deictic expressions in both talk shows.

Table 3.2 Tendency of the use of person deictic expressions

No.	First / Second / Third Personal Deictic Expression	Frequency	%
1			
2			
3			
4			
5			
<b>Total</b>			

After the tendency of the occurrences of first, second, and third person deixis were revealed, the total of each category was recapped in Table 3.3. Table 3.2 and Table 3.3 are applied in *Show Imah* or *Bukan Empat Mata* talk shows.

Table 3.3 Occurrence of person deixis in talk show

No	Types of person deixis	<i>Bukan Empat Mata / Show Imah</i>	
		Frequency	Percentage
1	First person		
2	Second person		
3	Third person		
<b>Total</b>			

The last step was **interpreting** the findings. Furthermore, the interpretation process was involved in this step to understand the background in

using such deixis. The interpretations were also followed by the discussion. The comprehensive findings are discussed in the following Chapter IV.