

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of this study, which are research design, data sources, participants, data collection and data analysis. The first part describes the design or method used in this study. The second part explains the sources of the data used. The third part shows the steps of collecting the data. The last part provides the process of how the researcher analyzed the data. At the end, all parts are concluded in concluding remarks.

3.1. Research Design

In this study, the researcher used a descriptive qualitative method. It is because the study aims to describe the types of turn-taking strategies and turn-taking irregularities used by the host and the guests in the “Jojo Wright, Tonight” radio talk show conversation and also to explain how turn-taking is used in the conversation.

Vanderstoep and Johnston (2009) state that qualitative research is used to explain the phenomenon in textual or narrative descriptions. Since this study focused on turn-taking in conversation which is narrative description, it could be analyzed by using qualitative method for clearer and deeper explanation. In addition, according to Vanderstoep and Johnston (2009) the purpose of qualitative research method is more descriptive than predictive. It means that it focuses more in analyzing words (e. g., the participants’ words, transcription from interview) or pictures, rather than in numbers (Creswell, 2014). This method is suitable for this study because the data are words, not numbers. It focused on the participants’ dialogues that contained turn-taking strategies and turn-taking irregularities. This study also includes some quantification in percentage form to show and compare each turn-taking strategies and irregularities in the conversation of “Jojo Wright, Tonight” radio talk show.

3.2. Data Sources

The data used in this study were the transcript text of the host and guests' conversations on "Jojo Wright, Tonight" radio talk show. The reason why the researcher chose this radio talk show was because this program has won several awards, such as the Radio Music Awards Top 40 Air Personality of the Year, Marconi Award for Major Market on-Air Personality, and Billboard Magazine's Top 40 Air Personality of the Year. Besides that, this radio talk show also featured in multiple TV shows and movies, dominating evening radio in Southern California for years, and it also has become a Los Angeles icon.

For the episode, the researcher chose one episode that starred Blackpink, a Korean girl group. The episode was chosen because the guests are famous, and known as the first Korean group to perform at Coachella. Moreover, Blackpink is also the first Korean girl group interviewed by a Los Angeles radio talk show. Furthermore, the host and guests' utterances contain turn-taking processes, which are turn-taking strategies and turn-taking irregularities.

3.3. Data Collection

This part described the way the researcher collected the data. All data used in this study were taken from "Jojo Wright, Tonight" radio talk show. The researcher took four steps to collect the data:

1. Searching the data on YouTube

The researcher searched the episode of "Jojo Wright, Tonight" starring a Korean girl group, Blackpink on 102.7 KIIS FM YouTube channel.

2. Downloading the data

The researcher downloaded the video to avoid any disturbances, such as ads and unclear sounds.

3. Watching the talk show

After downloading the data, the researcher watched the talk show several times in order to analyze the turn-taking that occurred in the conversations between the host (Jojo) and guests (Jennie, Rose, Lisa and Jisoo). The duration of the video is 16:16.

4. Transcribing

After the data were collected, the researcher transcribed the data from conversations between all participants. Transcribing the conversations, make the data easier to analyze. Then, the data were analyzed in order to find the types of turn-taking strategies and turn-taking irregularities.

3.4. Data Analysis

Turn-taking analysis was used in this research since the focus of this study was to determine the turn-taking strategies and turn-taking irregularities occurred in conversations of the host and guests in “Jojo Wright, Tonight” radio talk show. The selected utterances that contain turn-taking strategies were analyzed by using the theory from Sacks et al. (1974) about turn-taking strategy. The theory includes the three of turn-taking strategies, which are, current speaker selects the next speaker (CS2TNS), self – selection (SS) and current speaker continuous (CSC). For current speaker selects the next speaker, it is divided into two categories, which are, selects and being selected. Then, utterances that occurs turn-taking irregularities were analyzed using the theory from Zimmerman and West (1975) which includes interruption and overlap, and for its types, it will be based on Murata and Jefferson’s theories. For types of interruption, Murata’s (1994, as cited in Li, 2001) theory is used and it includes cooperative interruption and intrusive interruption. While overlap, the researcher used Jefferson’s (1983) theory, which includes transitional overlap, recognitional overlap and progressional overlap.

There were also some steps for analyzing the data: (1) identifying each conversation that contains turn-taking strategies and turn-taking irregularities; (2) examining the types of turn-taking strategies and types of turn-taking irregularities use by the participants based on Sacks et al. (1974), Zimmerman and west (1975), Murata (1994, as cited in Li, 2001) and Jefferson (1983) theory, (3) classifying the data based on the research problems, (4) analyzing the data by grouping them into their own types, and (5) making a conclusions of the result after the data were classified and analyzed.

Here are some examples of data analysis taken from the conversation between the host and the guests in “Jojo Wright, Tonight” radio talk show.

Example 1:

Jojo: You guys are the first, to my understanding, first female K-pop (0.3) acts to ever, ever, ever perform at Coachella which that is a special thing.

Rose: Of course=.

Jennie: =You know we haven't done any performances here in State yet, but to start our show at Coachella that was just crazy.

In this example, all of the turns are allocated by self - selection. Jojo as the host did not select anyone as the next speaker, he just let any other member of Blackpink respond to his statement. Rose used self - selection as she selected herself as the next speaker after Jojo's statement. Then, Jennie also selected herself to speak after Rose's statement.

Example 2:

Jojo: Give me something that you seen or heard or whatever it was

Lisa: At our dorm -we

Jennie: -We all live together=

Lisa: =Yeah, we all live together and then I used mm::m//

- Rose:* [The room
that with me, right?]
- Lisa:* Not with you//. When I was alone
- Rose:* [Ah okay okay].

From the example, Jojo used current speaker select the next speaker (CS2TNS) strategy as he selected Lisa as the next speaker by asking her about her paranormal experience. Lisa was the one who was selected by Jojo, so she needed to respond to his statement. When Lisa explained her paranormal experience, she explained about how they live together at the dorm, but before she finished her sentence, Jennie interrupted her by using cooperative overlap. Then Lisa continued her speech, but she experienced disfluency. To make the conversation move forward, Rose helped Lisa by using overlap (transitional overlap).

3.5. Concluding remark

This chapter describes how the researcher collected, transcribed and analyzed the data of turn-taking analysis in “Jojo Wright, Tonight” radio talk show. The types of turn-taking strategies and turn-taking irregularities used and how it used in the conversation by the host and guests will be described in Chapter IV.