

3. RESEARCH METHODOLOGY

3.1 Research Design

This research employed a descriptive qualitative method as it focused on describing the social phenomenon in detail. Creswell (2014) states that qualitative research is an analytical process based on diverse methodological traditions of inquiry that examines a social or human phenomenon. The goal of the descriptive method is to describe and interpret the phenomenon. Therefore, this method is appropriate because the research objectives were to examine the impoliteness strategies in vice presidents candidates' interaction in detail.

3.2 Procedures of Data Collection

The data source of this research was taken from the video of 2nd debate for Vice Presidents in 21st of January with the theme “*Pembangunan Berkelanjutan, Sumber Daya Alam, Lingkungan Hidup, Energi, Pangan, Agraria, Masyarakat Adat dan Desa*” on YouTube platform in two hours. This was one of debate serial for presidents and vice presidents candidates, there were 5 videos for debate, 3 videos for president candidates while the other 2 videos for vice president candidates debate. This video was chosen due to the controversy in tv news and social media about impolite acts that happened during the debate. This video was expected to be rich in data about impoliteness strategies used in debate among politicians.

The process of collecting the data took several steps such as: watching and listening to the debate video on Youtube, then transcribing the video into written texts, highlighting the video transcriptions from YouTube based on the theory, and then analyzing the data by the types, functions, and responses.

3.3 Procedures of Data Analysis

The collected data were analyzed by using Culpeper's (2011) theory of impoliteness strategies and the steps of analysis followed Miles & Huberman's (2014) analysis model which considers three steps namely 1) data condensation, 2) data display, and 3) conclusion drawing and verification. Data analysis was conducted as follows:

1. Data condensation

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview transcripts, documents, and other empirical materials. By condensing, we're making data stronger (Miles, Huberman, & Saldana, 2014). In data condensation, the researcher reduced information with only the statements that are considered using one of impoliteness strategies. The researcher eliminates data which do not support the use of impoliteness strategies from the whole conversation in debate.

2. Data display

A display is an organized, compressed assembly of information that allows conclusion drawing and action (Miles, Huberman, & Saldana, 2014). In this step, the researcher organized and displayed the data of transcribed 2nd Debate of Vice Presidents video from YouTube. The data has to be selected to support analyzing the use of impoliteness strategies. As the second component in analyzing data, this technique is used arranging the information, description, or narration to draw conclusions.

3. Conclusion and Verification

Conclusion drawing is the third element of qualitative analysis. It involves stepping back to consider what the analyzed data mean and to assess their implications for the questions at hand (Miles, Huberman, & Saldana, 2014). Verification, integrally linked to conclusion drawing, entails revisiting the data as many times as necessary to cross check or verify the emergent conclusions. In this step, after conducting data condensation and data display, the researcher draws conclusions and verification that starts from data collection until data analysis by taking the points that refer to formulation of research questions. After drawing the conclusion, the next is verification by back to the field notes, with argumentation and review.