

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology used in the study. As mentioned in Chapter I, this study seeks to examine the realizations of self-reference in different contexts and or situations including formality, intimacy, and kinship relations and whether or not gender influences the realization of self-reference, also the underlying reasons. The rest of this chapter presents the design, procedures of data collections and procedures of data analysis.

3.1 Research Design

This research applied a descriptive study containing mostly qualitative description supported by some descriptive quantification. The study was applied to describe how young adults realize self-reference in different contexts or situations and to find out whether or not gender influences the use of self-reference, also the reasons.

3.2 Procedures of Data Collections

This part consists of subjects of the research, questionnaire, and interview. Further descriptions can be seen in the following sections.

3.2.1 Subjects of the research

In determining the subjects of the research, this research employs a purposive sampling method. There are three criteria in choosing a sample proposed by Hagood (1982),

First, the sample must represent the universe (that is, must be unbiased). The question can be addressed of how to get an adequate sample which fully describes the speech community. Second, the sample must be of adequate size to produce reliable results. That is to determine the number of respondents as well as the variation of age, gender, and social class giving effect to the language used. Third, the sample must be designed in such a way as to be efficient. (as cited in Ningrat, 2009, p. 23)

There were 27 English students who participated in this research by answering the questionnaire. However, this research only chose 12 students who qualified some criteria including age, gender, and ethnic. They were six males and six females, originated from West Java (Sundanese), whose age ranges between 21 and 23 year old. By choosing only 12 respondents, the data analysis would be simpler, more convenient, and more focused.

3.2 Procedures of Data Analysis

This part consists of questionnaire and interview. Further descriptions can be seen in the following sections.

3.2.1 Questionnaire

In this research, the questionnaires were given to 27 English students of a university in Bandung on September 23rd, 2014. However, there were only 12 samples of questionnaire from the respondents (i.e. students) analyzed in this research.

This research employed questionnaires in the form of Discourse Completion Task (DCT) to find out what they would say in that situation regarding the use of self-referring terms. DCT is used to “elicit data in responding to problematic, contextually specific prompts especially the studies of metaphorical conceptualizations” (Parvaresh&Tavakoli, 2009, p. 366).

Furthermore, the questionnaire consists of the respondents' identity includes name, contact number, age, and gender (this information is confidential). Besides the identity, there are 16 items which explore the combinations of social variables including formality, intimacy, and kinship relations. There are eight types of contexts resulting from the combination of the three aspects, as shown in Table 3.1 below.

Table 3.1 Types of Context Combinations

Type	Formality	Intimacy	Kinship Relation
1.	Formal	Distant	Yes
2.	Formal	Distant	No
3.	Formal	Close	Yes
4.	Formal	Close	No
5.	Informal	Distant	Yes
6.	Informal	Distant	No
7.	Informal	Close	Yes
8.	Informal	Close	No

The context combinations above are formulated into 16 situations (2 items for each situation). The respondents were asked to answer the questions in given situation of conversations written in Indonesian. The conversations used in the questionnaire are mostly between a speaker and an interlocutor rather in a group conversation. The model of questionnaire is shown as follows.

- Ayahmubarusajapulandaruarkota.
Iameneleponsertamemintamuuntukmenjemputnya di stasiunkeretaapi,
akantetapikamusedangsibukdantidakdapatmenjemput.
Bagaimanakamumengatakannya?

Jawaban:

Ba, enipgabisajemputlagirevisiskripsidikumpulinbesok.

- <Eng> Your dad has just arrived from downtown. He called and asked you to pick him in rail station; unfortunately you are busy and cannot make it. How would you say (to him)?

Answer:

Ba (dad), Enip (I, personal name) cannot pick you up. I got thesis revision to be submitted tomorrow.

3.2.2 Interview

Interviews are particularly useful for getting the story behind a respondent's experiences. The interviewer can get in-depth information around the topic. Interviews may be useful as confirmation to certain respondents to questionnaires, e.g., to further confirm and investigate their responses (McNamara, 1999 in Valenzuela & Shrivastava, 2002).

In this research, interviews were conducted to identify respondents' claim about the use of certain self-referring term and also the reasons. The interviews were held directly on September, 23rd 2014 and via phone on September, 24th 2014. The interview data can be seen in Appendix.

3.3 Data Analysis

The data were analyzed in the following steps. First, self-referring terms were identified from each utterance. Second, self-referring terms are classified. Third, the data were quantified by determining the percentage for each classification of the terms. Fourth, the data were observed to see trend of the data in the contexts. Fifth, the identification of respondents' claim concerning certain self-referring terms (i.e. whether or not they use certain self-referring terms) by conducting interviews. This information was used to confirm the terms that they used in DCT questionnaire. They were also asked about the reasons. Sixth, the data were analyzed to investigate the realizations of self-reference across contexts and the influence of gender on the use of self-reference. The last was drawing conclusion from the whole analysis of the research.

In order to determine the percentage of each self-reference classification, the researcher needed to compute numerical data by using a simple scaling composed by Thorsten (1992 in Salma, 2013).

$$P = \frac{F \times 100\%}{N}$$

Note:

P = Percentage

F = Frequency

N = Overall Number

