CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the research methodology employed in this study. It involves research design, data collection and data analysis. The research design includes the theoretical framework of the study. The data collection contains the steps of collecting the data used in study. In the data analysis, the process of analyzing data is described. Then, in the data presentation, a sample of data analysis is shown.

3.1 Research Design

The study used a mixed method design, which is descriptive qualitative and quantitative method with an approach of Conversation Analysis (CA). It employs a mixed method in order to achieve a conclusion by integrating qualitative and quantitative methods (Hesse-Biber, 2010). Since the collected data are in the form of verbal description in conversation this study also uses descriptive method. The descriptive is used because this study wants to answer the questions and to explore the formality information. It is in line with the definition of descriptive based on *The Association for Educational Communications and Technology* (2001), the term refers to the type of exploration question, outline, and information of investigation that will be applied to a given topic. In addition, this study is expected to focus on discovering the nature of the specific events under study (Lambert, 2012). The qualitative method is also used because in an attempt to make sense of phenomenon the research involves the studied use and collection of a variety of empirical materials (Denzin and Lincoln, 1994). The quantitative method is employed because it is a statistical test, where an empirical measure for formality is used. The variable in the present study is frequency of word used by a host in a talk show. By using this method, a straight forward descriptive summary in the content of the data, that is formality, can be obtained.

The study focuses on analyzing formality of host's language in *Trans7*'s talk shows, that are *Bukan Empat Mata* and *Hitam Putih*. An approach of CA is used in the analysis which concerns formality. To reveal the number of formalities, the study employs an empirical measure for formality, F-score, which is proposed by Heylighen & Dewaele (1999). F-score is a measurement tool based on the frequency of different word classes. The chosen words are words which have reference to an implicit context or to an explicit, objective meaning. In short, Heylighen & Dewaele (1999) proposed that the formal language whose frequency is expected to increase with the formality of a text includes nouns, adjectives, prepositions and articles and frequency is expected to decrease formality consists of the pronouns, verbs, adverbs, and interjections.

3.2 Data Collection

The data for this study are the utterances of the hosts of TV talk shows from one TV station in Indonesia which are obtained from *youtube.com* and transcribed into text. The selected TV station is *Trans7*. *Trans7* is considered as a prominent TV station in talk show programs because their talk show programs are popular. Some of their popular talk shows are *Bukan Empat Mata* and *Hitam Putih*. Those talk shows are popular because they have been broadcasted and popular for some years although they ever stopped because of some obstacles. Their popularity is indicated by their achievements in some award-giving programs.

Bukan Empat Mata is a talk show program which is hosted by Tukul Arwana and assisted by Vega Damayanti. It was first broadcasted in September 2005 with the name *Empat Mata*. In every show, the program is always interspersed with jokes. These jokes made by the host who has a comedian background make the audiences amused. However in 2008, *Empat Mata* was banned by Indonesian Broadcasting Commission (Indonesian: *Komisi Penyiaran Indonesia* / KPI) for presenting scenes that were not worth watching. Therefore, *Trans7* changed the name of the program into *Bukan Empat Mata*. Despite the change, the popularity of this talk show is increasing. It is seen from the winning of *Bukan Empat Mata* in *Panasonic Awards* as The Best Talk Show Entertainment for 2 consecutive years (2009 and 2010).

Aside from the host of *Bukan Empat Mata*, Tukul is a comedian. His ability in comedy started when he was at sixth grade. Since he was younger, Tukul had joined some joke competitions. He tried various kinds of buffoonery races, starting from in the district of Semarang to Jakarta, as well as the national level had been tried by him. Therefore, he almost became the winner in those competitions. His career began to increase when he joined Lenong Rumpi.

Another talk show in *Trans7* is *Hitam Putih.* The program is hosted by an Indonesian mentalist, Deddy Corbuzier and assisted by Nycta Gina. Because of the host's background, it seems that Deddy tends to ask critical questions to his guests. On Thursday, January 16, 2014, Deddy Corbuzier announced that Hitam Putih program was officially ended. The discontinuation of this program made people upset because this television program gives people inspiration. Many citizens requested that the show should be broadcasted back. Hence, *Hitam Putih* was broadcasted back on February 3, 2014. Within one year back, this talk show program won two awards, which were TV Program of the Year in Indonesian Choice Awards (2014) and Entertainment Talk Show Program in Panasonic Awards (2015).

Before being a host in *Hitam Putih* talk show, Deddy Corbuzier had been famous as a mentalist. As cited in *Tokohindonesia.com*, at first, Deddy was famous for his magic tricks i.e. bending a spoon. The interest in the world of magic was started by him when he watched a magic show by Mark Wilson's from USA at TVRI (Indonesian National Television) channel. He started his career when he was 12 years old as a younger magician in *Dunia Fantasi Ancol*. His seriousness in the wizarding world made him decide to continue his studies in psychology at Atma Jaya University. He felt that the sciences in the psychology can support his career to improve his ability in the world of magic. His ability is recognized by the world when he got Merlin Award which is the highest honor in the world for magicians in October 2015.

In short, those two talk shows are selected. They are considered prominent for some reasons. *Bukan Empat Mata* is prominent because it prioritizes the elements of comedy. As for *Hitam Putih*, the reason is for the difference to *Bukan Empat*

Mata or other talk shows that it is hosted by a mentalist who often asks critical questions when interviewing the guests. However, both of the talk shows are chosen not only because they come from the same TV station, but also because they have a similar concept that is guided by a male host and a female co-host. Another similarity is the male hosts do not have broadcasting backgrounds.

Two episodes of each talk show are used. The chosen episodes are based on similarities in topic and guest stars. They are the issue of Nenek Asyani and Goyang Duo Serigala.

3.3 Data Analysis

As stated previously, the present study employs a CA approach in the analysis. It focuses on formality. To determine the level of formality used in the talk shows, Heylighen and Dewaele's index (1999) is used. The analysis of this study involves several steps as follows:

a. Transcribing the selected episodes.
b. Classifying the subjects' utterances. The subjects are Deddy and Tukul. It is done to avoid mingling of data because it will affect the result. According to Heylighen and Dewaele (1999), the value of formality is seen from some word classes. They are noun, verb, adjective, pronoun, adverb, preposition, interjection, and article. Afterwards, to ease the classifying process, shading is used as follows.

Table 3.1 The List of Word Classes' color

Word Classes	Color
Noun	Red
Adjective	Pink
Preposition	Purple
Article	Turquoise
Pronoun	Grey
Verb	Blue
Adverb	Yellow
Interjection	Green

c. Counting each subject's utterances by using the F-score. F-score is a tool for measuring formality which is proposed by Heylighen and Dewaele (1999). It starts with dividing all the words into eight word classes. Afterwards the frequency of the word classes is inserted into the F-score. Heylighen and Dewaele's (1999) formula is:

> F = (noun frequency + adjective frequency + preposition frequency + article frequency – pronoun frequency – verb frequency – adverb frequency – interjection frequency + 100) / 2

The value is obtained as percentage. The value of F-score will vary between 0 and 100%. The talk show that has the highest of the F - score is the talk show that has the highest level of formality. T-test is also used to show the significance of the study's differences. To get the score, a function in *Microsoft Excel* is used. The formula for T-test in *Microsoft Excel* is TTEST(array1; array2; tails; type).

d. Identifying the factor of formality by analyzing the non-linguistic variables of each subject. The non-linguistic variables include gender, level of education and introvertion.

3.4 Data Presentation

The formality aspects presented in the data are marked. One of them is through the word chosen by the host. Some examples of data analysis are taken from the hosts' utterances in *Bukan Empat Mata* and *Hitam Putih* talk show. The data are presented below:

Sample 9
Situation 1: Deddy, the host, asked Supriono as the lawyer
Deddy   : *dan ini belum selesai kasusnya?*
             and does the case not finish?
Supriono : *belum*
             not yet
Deddy   : *bisa masuk penjara lagi dia?*
             Could she go into jail again?

Supriono: *bisa saja terjadi*
             It could be happed
Deddy   : *jadi usianya berapa?*
             so how old is she?

Sample 10

Situation 2: Tukul, the host, asked Supriono as the lawyer

Tukul : *selamat malam untuk bapak supriono apa kabarnya.*
Good evening for Mr. Supriono how's your life.

Supriono : *baik*
fine

Tukul : *ganteng banget ya? langsung aja ya bagaimana perkembangan kasus nenek asyani ini dan bagaimana peluang nenek asyani untuk bebas dari gugatan pencurian kayu jati ini. monggo.*
very handsome right? to the point how is the progress for asyani grandma's case and how is the opportunity for asyani grandma to be free from accustion of the theft of teak wood lawsuit. please.

Sample 11

Situation 3: Deddy, the host, asked Duo Serigala

Deddy : *kamu sebenernya nyanyinya menurut kamu nyanyinya bagus? apa goyangnya bagus*
in fact base on yourself is your voice good? or is your dance good?

Duo Serigala Pamela: *pengennya dua-duanya*
wish both of them

Duo Serigala Ovi : *pengennya sih dua-duanya pengennya*
wish both of them

Deddy : *pengen dua-duanya*
wish both of them

Sample 12

Situation 4: Tukul, the host, asked Duo Serigala

Tukul : *kembali ke laptop. untuk dua serigala.*
Back to laptop. for dua serigala.

Duo Serigala: *iya*
yes

Tukul : *dalam dunia dangdut banyak penyanyi yang secara kreatif menciptakan nama-nama goyangannya. nah goyangan dribble kalian ini inspirasinya dari mana. monggo dari mbak pamela dulu nih.*
in the dangdut world there are many singer who creatively creates their dance name. then where is your dribble dance get inspired. Please from miss pamela first.

The frequencies of word classes are shown in the table below:

Table 3.2 Frequency of Word Classes' Sample

No.	Subject	Episode	Frequency of Word Classes							
			Noun	Adj.	Prep.	Article	Pron.	Verb	Adv.	Inter.
1	Deddy	1	1	0	0	0	5	3	2	0
		2	0	2	0	0	6	0	1	0
2	Tukul	1	9	2	3	0	6	0	1	0
		2	9	3	4	1	5	2	1	0

In order to find the F-score, the frequencies of word classes are changed into persentage and inserted to Heylighen and Dewaele's (1999) formula. The answers are presented as follows:

Table 3.3 Percentage of Word Class' Sample

No.	Subject	Episode	Frequency of Word Classes (%)							
			Noun	Adj.	Prep.	Article	Pron.	Verb	Adv.	Inter.
1	Deddy	1	9,09	0	0	0	45,45	27,27	18,18	0
		2	0,00	22,22	0,00	0	66,67	0	0	0
2	Tukul	1	42,86	9,52	14,29	0	28,57	0	4,76	0
		2	36,00	12,00	16,00	4,00	20,00	8,00	4,00	0

1. *Hitam Putih* talk show
   a) F-score = (noun frequency + adjective frequency + preposition frequency + article frequency – pronoun frequency – verb frequency – adverb frequency – interjection frequency + 100)/ 2
   F-score = (9.09 + 0 + 0 + 0 – 45.45 – 27.27 – 18.18 – 0 + 100)/ 2
   F-score = 18.19 / 2
   F-score = 9.10

b) F-score = (noun frequency + adjective frequency + preposition frequency + article frequency – pronoun frequency – verb frequency – adverb frequency – interjection frequency + 100) / 2

F-score = (0 + 22.22 + 0 + 0 – 66.67 – 0 – 0 – 0 + 100) / 2

F-score = 55.55 / 2

F-score = 27.78

c) Mean = 18.44

2. *Bukan Empat Mata* talk show
   a) F-score = (noun frequency + adjective frequency + preposition frequency + article frequency – pronoun frequency – verb frequency – adverb frequency – interjection frequency + 100)/ 2

   F-score = (42.86 + 9.52 + 14.29 + 0 – 28.57 – 0 – 4.76 – 0 + 100) / 2

   F-score = 133,34 / 2

   F-score = 66.67

   b) F-score = (noun frequency + adjective frequency + preposition frequency + article frequency – pronoun frequency – verb frequency – adverb frequency – interjection frequency + 100) / 2

   F-score = (36 + 12 + 16 + 4 – 20 – 8 – 4 – 0 + 100) / 2

   F-score = 136 / 2

   F-score = 68

   c) Mean = 67.34

From the data above, the formality's score for Deddy Corbuzier in the first guests is below Tukul's score. But in the second guests, the score of Deddy is increase. It means that the F-score for both talk show is not constant. Then, looking at the mean of score for each talk show, *Bukan Empat Mata* talk show has a higher score than *Hitam Putih* talk show. It can conclude that each talk show has their own top score but *Bukan Empat Mata* is the highet. After that, from calculating using *Excel*'s function, the score of T-test is 0,11178646. The result of sample shows that *Bukan Empat Mata* talk show is more formal than *Hitam Putih* talk show and the difference of both talk shows are significant. It is caused by the score of T-test that is higher than the level of significance required (normally p = 0.05).

3.5 Concluding Remark

This chapter has shown the methodology of research for guidence this present research. The design of research, the data collection, the object, and the data analysis also has presented. The answers of research questions will answer and explain in the next chapter.