

CHAPTER III

RESEARCH METHODOLOGY

This chapter comprises several aspects of methodology involving research design, data collection, and data analysis which were employed in this study to examine types of politeness strategies used by an Indonesian native speaker to a friend and to a senior in a casual conversation as well as the factors which influenced the use of politeness strategies by the Indonesian participant in the casual conversation.

3.1 Research design

The present study is a descriptive qualitative study as well as a case study. As suggested by Alwasilah (2000, p. 151), the purpose of qualitative study is “to describe the characteristics of a particular group, event, or phenomena.” It is in line with the aims of the present study which attempted to explore the use of politeness strategies by an Indonesian native speaker to a friend and a senior in a casual conversation and the factors which influenced it.

3.2 Data collection

This sub-chapter presents the detailed explanation of data collection including the data source, participants, data collection instruments, and data collection procedure of the present study.

3.2.1 Data source

The analyzed recorded conversation was divided into two parts as figured in the following scheme:

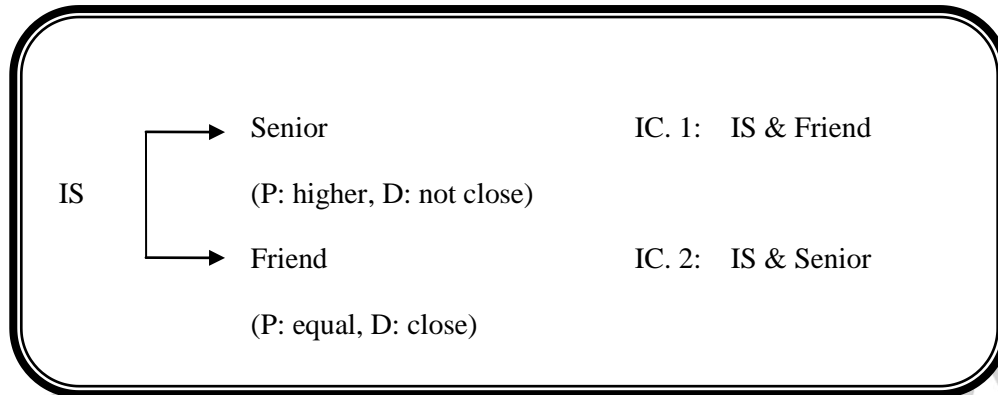


Figure 3.1 Indonesian conversation

The first part of the conversation (labeled as IC. 1) belongs to the conversation between the main participant (initialed as IS) and the friend whose relative power (henceforth, P) is equal to IS's P. It is considered as equal because they are in the same age and they have the same education level. The social distance (henceforth, D) between them is regarded as close since they have been living together in the same boarding house for three years so they have shared many things in common. Besides, the same age and education level make them easier to build a closer relationship.

Meanwhile, the second part of the conversation (IC. 2) is the conversation between IS and the senior whose P is higher than IS's P. It is regarded as higher because the senior is older than IS and has higher education level than IS. The social distance between them is not considered as close because the different age and education level somehow create a gap between them. IS does not hang out

with the senior as often as with the friend. Moreover, the senior lives in the boarding house less longer than IS and the friend.

The duration of the conversation was approximately ninety minutes with more than 200 utterances. Since the analyzed conversation held in a natural setting, the topics emerged were various. Therefore, the ranking of impositions of the cases evidenced in the conversation were identified in data analysis stage. The number of utterances appeared in each part of the conversation might also differ one to another because the utterances came out spontaneously.

3.2.2 Participants

In fact, there were three people who were involved in the recorded conversation. They were three Indonesian native speakers. However, the utterances analyzed were the ones which were performed by a participant. The utterances delivered by the opposite partners were not examined because the present study only focused on the usage of politeness strategies performed by an Indonesian native speaker to a friend and a senior. Hence, the main participant was an Indonesian native speaker (IS).

All participants were female students, including the researcher who appeared to be the senior. Both the main participant and the friend were 19 years old, while the senior was 24 years old. The reasons for selecting the participants were based on characteristics and accessibility. Since they have been living together for years in the same boarding house, the conversation was taken place in

natural and casual setting. It is very suitable for this study. Moreover, it is more beneficial that the whole data were obtained in the same time and place.

3.2.3 Data collection instruments

Triangulation technique by means of video-recording and interview was employed for collecting the data in this study. By combining the instruments (triangulation), the risk of obtaining limited data will be minimized and the validity of result will be increased (Alwasilah, 2000). In addition, using a variety of research instruments instead of only a single instrument is useful to solve problems on natural phenomena and the findings are likely to be more valid (Furlong, Lovelace & Lovelace, 2000).

In this study, video-recording was used for recording the conversation held by the participants. Later, the recorded conversation was transcribed. The purpose of transcription is to manage the data which are obtained from various oral data source, such as oral interviews and taped narratives (Furlong et al., 2000). It assists researchers to discover how participants build “the rules of talk using linguistic means” (Mey, 2001, p. 138). By making transcripts of the recorded conversations, any production of verbal information can be analyzed.

The second research instrument administered in this study was open-ended interview. It was conducted to gain deeper information from the speaker who applied the politeness strategies herself. Interview is important because it may explain the participants’ responses found in the conversations through the insights

into their belief and experiences (Richards, 2009). The questions that were asked for the interview are presented in Table 3.1 as follows:

Table 3.1 Interview Questions

NO.	QUESTIONS
1	Do you use different way of speaking towards different people? (e.g. formal/ informal, direct/ indirect, joke/ hint, etc.)
2	Can you mention towards whom you differentiate your way of speaking?
3	What kind of different way of speaking that you use? (e.g. formal/ informal, direct/ indirect, joke/ hint, etc.)
4	Can you give some examples of sentences that show your different way of speaking towards different people?
5	In your point of view, what are the factors that influence the use of politeness?
6	Do you think the power relation [‘the relative power’] becomes one of the factors (e.g. towards the person whose status is higher than you, such as your teacher or senior)?
7	Do you think the seriousness level of topic talk [‘the level of imposition’] also becomes one of the factors (e.g. borrowing money versus inviting someone)?
8	Do you think the closeness [‘the social distance’] also becomes one of the factors (e.g. towards the person who has a close relationship with you versus the person you have just already met)?
9	In your point of view, besides the social distance, power relation, and ranking of imposition, is there any other factors that influence the use of politeness (e.g. family background, gender, situation/ setting)?

3.2.4 Data collection procedure

The study adapted data procedure of conversational analysis suggested by Ten Have (1999, p.48, cited in Flick, 2009, p. 336) which is listed as follows:

1. *Making recordings of natural interaction.* The first stage of data collection in the present study is recording natural interaction, which is casual conversation.
2. *Conducting interview.* Since this study also employs interview to collect the data, so the second step is conducting interview.
3. *Transcribing the tapes.* The next sequence is transcribing the recorded conversation as well as the interview.
4. *Analyzing selected episodes & reporting the research.* These sections are elaborated in the following sub-chapter.

3.3 Data analysis

The data analysis procedures of the present study include identifying, classifying, calculating, investigating, interpreting, and representing. They are elaborated in the following sub-chapters, as follows:

3.3.1 Identifying and classifying the utterances delivered by IS

First, in order to reveal types of politeness strategies applied by IS towards the friend and senior, the utterances in each part of conversation were identified according to Brown and Levinson's politeness strategies as illustrated in Figure 3.2. The description of each strategy was provided in Chapter 2 of this paper.

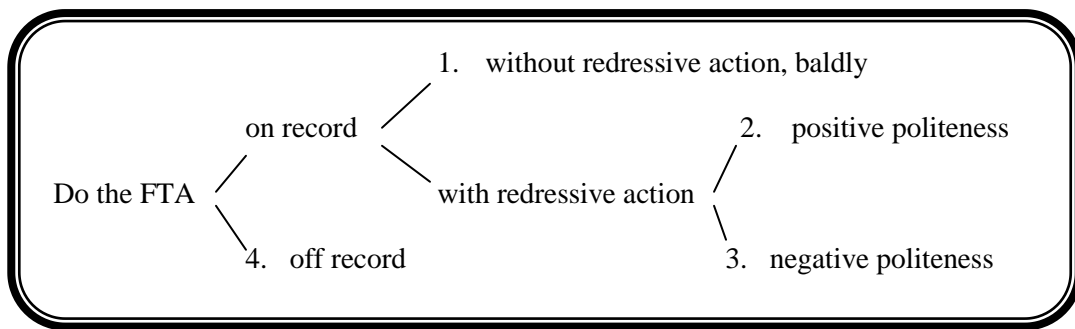


Figure 3.2 Possible strategies for doing FTAs (Brown & Levinson, 1987, p. 69)

Each utterance was classified into a particular politeness strategy, as in:

- 1) IS: “*Buat apa, Teh?*” (translated: “What is it for, *Sist?*”)

The above utterance was classified as negative politeness strategy, in which the speaker used an honorific or deference address term “*Teh*”- “*Teteh*” which is a Sundanese (one of tribes in Indonesia) term of calling an older female or senior whose age difference is slight.

Another example can be seen in the following utterance:

- 2) IS: “*Bangun!*” (translated: “Wake up!”)

The utterance (2) belongs to bald on record strategy, since the speaker said the demand directly in an imperative form.

3.3.2 Calculating the percentage of each politeness strategies

In order to know the percentage of each strategy in each part of conversation, a simple calculation was done by employing the following formula:

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

P = Percentage
F = Frequency of occurrences
N = Total occurrences

For instance, if the number of bald on record strategy used by IS to friend is 20 times and the total number of politeness strategies used by IS to friend is 80 times, so the percentage of bald on record strategies used by IS to friend is: $20 \div 80 = 0,25 \times 100\% = 25\%$. The highest percentage of certain strategy represents the strategy which is mostly used by IS.

3.3.3 Exploring the factors influencing the use of politeness strategies by IS

After knowing types of strategies used by IS to the friend and senior, the next step was exploring the factors which influence the use of politeness strategies by IS. It was conducted by investigating whether the three sociological variables suggested by Brown and Levinson (1987) namely social distance (D), relative power (P), and ranking of impositions (R) were evidenced in the analyzed conversation. The IS's answers from the interview were also included.

From the conversation analysis, it was explored whether IS applied the same or different strategies to the friend and senior whose P and D are different one to another. It was also investigated whether IS used the same or different

politeness strategies in various impositions. The differences in the use of politeness strategies which were found would indicate that P, R and D influence the use of politeness strategies by IS in the casual conversation.

Afterwards, IS's answers from the interview were also investigated. The information concerning how IS used politeness strategies in her daily casual conversation was confirmed with the data obtained from the conversation analysis. IS's opinions regarding the factors which influence politeness strategies usage were also revealed.

3.3.4 Interpreting the data and representing the findings

The next step is interpreting the whole data to answer the three research questions. First, the use of politeness strategies by IS towards the friend was described. Second, the use of politeness strategies by IS towards the senior was also explained. Third, the factors which influence the use of politeness strategies by IS was elaborated as well. After all the research questions were answered, the results were then associated with the prevailing theories and previous findings. Finally, the findings were represented along with the discussion.

