

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes how the study is conducted. It is divided into three parts. The first part explains research design used in this study. The second part presents data source and steps of collecting the data. Then the final part provides the process of analyzing the data.

3.1 Research Design

This study employs a descriptive qualitative method for collecting and analyzing the data. A descriptive qualitative method involves an analysis of non-numerical data that are taken from social phenomena (Baker & Ellece, 2011; Bricki & Green, 2007; Cresswell, 2009). Accordingly, the data of this study are in the form of transcribed utterances in a social phenomenon as reflected in two TV talk shows: *Ini Talk Show* and *Sarah Sechan* in NET. TV. Furthermore, this approach emphasizes on description and interpretation of structures and patterns of collected data without manipulations (Sandelowski, 2000; Silverman, 2000). Thus, a descriptive qualitative method corresponds with this study since it attempts to discover patterns and similarities and differences between the chosen TV talk shows based on the use of adjacency pairs. As an addition, to answer the research questions comprehensively, the collected data are analyzed by employing a theory of adjacency pairs proposed by Schegloff (2007) and Fasold (2006). Furthermore, simple descriptive statistics are also used to ease the process of interpreting the data. In this case, the large numbers of adjacency pair types are converted into percentage and frequency.

3.2 Data Collection

The data of this study are in the form of utterances of hosts and guests in TV talk shows. To collect the data, five steps were taken. The first step is choosing the talk shows. In this study, the talk shows are *Ini Talk Show* and *Sarah Sechan* in NET. TV. These TV talk shows are chosen because they have shared some similarities. Firstly, these talk shows are hosted by a host and a co-host (Sule with Andre in *Ini Talk Show*, and Sarah with Mumu in *Sarah Sechan*). Furthermore,

both of the talk shows are categorized as a topic-centered talk show as well as an entertainment talk show.

The next step is selecting episodes to be analyzed. In this case, the main consideration is a similarity in terms of topics discussed and the guests who are invited to the talk shows. Thus, episode 993 of *Ini Talk Show* and episode 1128 of *Sarah Sechan* are chosen to be observed in this study. The topic of these episodes is a film titled “Warkop DKI Reborn: Jangkrik Boss! Part 2”. Meanwhile, the guests are the casts of the film who are Indro Warkop, Tora Sudiro, Vito G. Bastian, and Abimana.

After that, the episodes were downloaded by visiting the website at zulu.id, searching the title of the video, and clicking the download column. The duration of *Ini Talk Show*'s episode is 89 minutes which was aired on August 1st, 2017. Meanwhile, *Sarah Sechan*'s episode which was broadcasted on August 28th, 2017 lasted for 48 minutes.

Then the third step is transcribing. In this step, the whole videos were transcribed by using Jefferson's (2004) transcription system. Additionally, there was also transcription software used in this study to make the transcribing process easier. It is called as *InqScribe* - a tool for collecting and transcribing data where the user can control the play rate of the video.

Finally, the last step is selecting utterances. In this study, not all of the conversations in the talk shows were analyzed. Since this study focuses on adjacency pairs, only utterances that have pairs are chosen. It is selected based on adjacency pairs' characterizations proposed by Schegloff (2007). Overall, there are 379 paired utterances, 205 pairs from *Ini Talk Show* and 174 pairs from *Sarah Sechan*.

After completing the five steps above, the collected data were in the form of paired utterances which consist of some symbols from transcription system proposed by Jefferson (2004). Some paired utterances are presented below.

Mumu : halo:: ((*shakes hand with Tora*)) sepupunya Raisa.

Tora : Indro
 Indro : kamu berarti beda beda, tadi sama saya ngakunya
 sepupunya Ellyas Pi-cas
 Mumu : oh salah↑ sepupunya Raisa.

3.3 Data Analysis

In order to analyze the collected data, four steps are taken in this study. The steps are identifying, categorizing, quantifying, and synthesizing to interpret the whole findings. These steps are applied to two issues of this study namely the types of adjacency pairs as well as the similarities and differences between *Ini Talk Show* and *Sarah Sechan*.

The first step is identifying. The paired utterances are identified into eight types of adjacency pairs proposed by Schegloff (2007) which are question-answer sequences (Q), greeting-greeting sequences (G), offer-acceptance/refusal sequences (O), request-compliance/refusal sequences (R), invitation-acceptance/rejection sequences (I), assessment-agreement/disagreement sequences (As), announcement-acknowledgment sequences (An), and complaint-remedy/co-complaining/rejection sequences (C). Specifically, the theory of adjacency pairs proposed by Fasold's (2006) is also used since he provides detailed formulas for each type. These adjacency pairs types, then, are marked and included in the form of a table like presented in Table 3.1 below.

Table 3.1 Identification of Adjacency Pairs Types

Pairs	Utterance	Type
1	M : halo:: ((<i>shaking hand with Tora</i>)) sepupunya Raisa T : Indro	G
2	I : kamu berarti beda beda, tadi sama saya ngakunya sepupunya Ellyas Pi-cas M : oh salah↑ sepupunya Raisa	As

Notes. M = Mumu; T = Tora; I = Indro.

The second step is categorizing. In this step, the paired utterances are categorized based on their topic and their sequential position in accordance to Schegloff (2007) and Levinson's theory (1983). The utterances are classified based on the same topic. Then, the utterances are divided based on the sequential position: an FPP or an SPP. To be more specific, the response in the SPP is also classified into a preferred response or a dispreferred response. In some utterances, there are also adjacency pair expansions. Thus, the utterances are also categorized into pre-expansions, insert-expansions, or post-expansions. To make this step easier, the utterances are categorized and put into a table like Table 3.2.

Table 3.2 Categorization of Topics and Adjacency Pair Expansions

Topic	Pair	Speaker	Utterance	Type	Pre	FPP	IE	SPP		Post
								P	D	
1	1	S	ada waktu selama shooting paling ngeselin tentang apa?	Q		√				
		I	dia?				√			
		S	ya:: ada?							
		I	oh semua dia ngeselin terus					√		
	2	S	aku mau tanya lagi nih,	Q	√					
			yang paling gitu(.) yang sempet bikin dia diganti gitu. diganti sama aku misalnya gitu.			√				
		I	paling ngeselin itu:: waktu jidatnya kena- kena WC ya. itu ngeselin banget (.5)						√	
		S	oh iya iya							√

Note. Pre = Pre-expansion; IE = Insert-expansion; Post = Post-expansion; FPP = First Pair Part; SPP = Second Pair Part; P = Preferred; D = Dispreferred; S = Sarah Sechan; I = Indro.

Thirdly, the amount of adjacency pair types is quantified. The data are calculated to find the frequency and the percentage of each adjacency pair type and expansion found in *Ini Talk Show* and *Sarah Sechan*. As a result, the general pattern of the talk shows can be seen. Specifically, the pattern will reveal the similarities and differences between the two talk shows.

The last step in data analysis is synthesizing. This step is necessary for interpreting the findings from the analysis. In this step, the patterns identified in the previous step are elaborated into more detailed and solid explanations. Furthermore, the explanations are made to answer the research questions more comprehensively. In synthesizing, the findings are explored into a more in-depth analysis by relating them to other related theories and previous studies done by other scholars in the similar research areas, whether this was supporting or disputing the theories or studies existed before. Therefore, the conclusions of the interpreted findings reveal the insight of the present study for the reader.

3.4 Concluding Remarks

This chapter has described the methodology and the research design for the guidance of this present study. Data collection and data analysis also have been presented. With regard to the research questions, the answers will be explained in Chapter IV.