

CHAPTER III

RESEARCH METHOD

Previous chapter has explained the theoretical background for the study. This chapter provides the methodology of the present study. It consists of five sub-chapters. First, it describes research design (3.1). Then, it elaborates data collection and data analysis (3.2) and (3.3). The last, it clarifies several key terms (3.4).

3.1 Design of the Study

The research design of the study was descriptive qualitative. The researcher tried to report and describes the data or the information in detail as the way the things are. It is in line with Strider who pointed out that:

Descriptive research provides a detailed profile of an event, condition or situation using either quantitative, qualitative or a combination of methods. Data gathering techniques such as field research and case studies are for qualitative descriptive research (Strider, 1999-2000: 2)

Moreover, this study is categorized into a case-study since the study is aimed at revealing politeness behaviors between two different cultures; Putra Nababan represents ‘Indonesia’ and President Barrack Obama represents ‘United States of America (USA)’.. It is in line with Silverman (2010:138) who stated that “case studies seek to preserve the wholeness and integrity of the case” likewise in cross-cultural communication. Its purpose is only to recognize and interpret the behaviors of the individual with particular culture through single case about politeness.

3.2 Data Collection

Main data of the study is interview script between Putra Nababan and President Barrack Obama, which was retrieved from: **Error! Hyperlink reference not valid.** on May 26, 2010. The researcher chose the interview as an object investigation because researcher believes that the interview has involved two people in different culture, social status, and power. It is due to the fact the the first Indonesian journalist was able for having a great opportunity for conducting an interview with President of United States and he had lived in Indonesia long time ago. The interview happened when Presient Obama postponed his trip to Indonesia in March 2010.

When collecting the data, the interview was divided into three parts; opening with 11 parts of question-answer (18 utterances for Putra Nababan's question and 43 utterances for President Barrack Obama's responses), main part consists of 7 parts of question-answer, and closing part consists of 19 parts of question-answer. The researcher only chose the first part because that part stated the reason why President Obama postponed his trip to Indonesia as the main topic of the interview itself. Beside that, the opening part touched on memories of President Obama when he had lived in Indonesia in 1967.

After that, the researcher printed out the script as written data that can be easier to be analyzed. Afterwards, the data are analyzed utterance by utterance through presupposition analysis.

3.3 Data Analysis

Data analysis and data collection in qualitative research cannot be separated. While collecting the data, identifying, classifying, quantifying, interpreting and analyzing the data also take place.

The researcher classified and interpreted the data according to the Principle of Mutual Consideration (PMC) as its frameworks as proposed by Aziz (2000).

In this case, the study investigated what kind of PMC sub-principles that have been observed by Indonesian Journalist when interviewing United States' President and what kind of PMC sub-principles that have been observed by United States' President when responding Indonesian Journalist's questions. After that, the researcher described the data which contained PMC sub-principles observed, and explain it. In obtaining data, the researcher will see the result of presupposition analysis to get answer for the first and second problems. Later, the researcher interpreted the relation of those observances to the presence of three levels of politeness, it is supposed to answer the third problem.

3.3.1 Presupposition Analysis and Categorizing PMC sub-principles Observance

First step of analysis is to find out the sub-principle observed whether by interviewer or interviewee through the presupposition analysis. Presupposition analysis applied here because it is so close related to PMC as a principle of politeness which shows someone's politeness over his/her utterances. It is shown in the following example:

Putra Nababan's question	Potential presupposition	Presupposition	Subprinciples of PMC Observed			
			Harm and Favor	Shared-feeling	Prim a-facie	Continuity
Mr.President thank for the <u>first</u> time having interview with RCTI. <i>Apa kabar?</i>	Lexical Existential	President Obama did not have interview with RCTI before United Ststes' President exists	1	1	1	1

Table 3.1 Example of Presupposition Analysis and Categorizing Observance of Sub-Principles of PMC

From the example above, it is found that PN (Putra Nababan) was observing *Harm and Favor Principle* as he thanks to President Barrack Obama for his first time for RCTI and asking in Bahasa Indonesia “Apa Kabar?”. It presupposed that President Baraack Obama already knew Bahasa Indonesia and he never had an interview with RCTI/Indonesian Journalist before. Because of its cause-effect logic, each utterance can contain more than one sub-principles observed. In PMC, at least one sub-principle is observed if the utterance is presupposed to harm the hearer. Meanwhile, at least three sub-principles observed if the speaker has favored his/her hearer, care about hearer’s feeling, and holding on his/her prima-facie. It can be totally 4 sub-principles observed if continuity potential between speaker and hearer are realized through their utterance, for example by giving compliment, salutation, thanking up, and say sorry for his faults along communication takes place.

3.3.2 Calculating PMC Sub-principles Observed

Next step is calculating to the observance which belong to Indonesian Journalist (Putra Nababan) and President of USA (President Barrack Obama) through a table. Table is divided into two sides, the left side shows how many times Putra Nababan observed *Harm and Favor*, *Shared-feeling*, *Prima-facie*, and *Continuity* principles out of 18 utterances. It is supposed to make easier in classifying and calculating observance of sub-principles PMC for Indonesian Journalist’s questions. After analyzed on Putra Nababan’s question, the right side of the table shows the result for PMC’s sub-principles observed by President Barrack Obama’s responses. The table is aimed to show how many times President Barrack Obama observed sub-principles of PMC each out of 43 utterances. The calculating presented in table (3.2) below:

No.	Sub-Principles of PMC	Observance					
		Indonesian Journalist (Putra Nababan)			United States' President (Barrack Obama)		
		Total Utterances	Total Observed	%	Total Utterances	Total Observed	%
1.	Harm and favor						
2.	Shared-feeling						
3.	Prima-facie						
4.	Continuity						

Table 3.2 Example of the Findings of PMC Sub-principles Observed

The last step after calculating PMC's sub-principles observed is the findings were related to the presence of the three level politeness; pre-event, on-the-spot, and post-event politeness.

3.4 Clarification of Key Terms

There are several terms that need to be clarified in this research, such as:

a) Interview

Likewise in *useabilityfirst.com*, interview can be defined as to ask question to obtain opinions, ideas, explanations or specific information on a topic of interest. Interview script used in the present study was original version of the interview between Putra Nababan and President Barrack Obama. This interview happened when President Obama postponed his trip to Indonesia in March 2010.

b) Presupposition

Presupposition is a part of felicity condition in speech act theory which proposed by Searle (1969). As cited in Yule (1996), "A presupposition is something the speaker assumes to be the case prior to making an utterance" (1996:25).

c) Principle of Mutual Consideration (PMC)

PMC is a principle for doing politeness which conducted by Aziz (2000). It grasped three dimensions and three levels of politeness. This point of view has grasped *before, on-the-spot, and after politeness* in one package. Furthermore, PMC focuses on social harmony, individual freedom, and Godlines contentment.

d) Levels of Politeness

Three levels of politeness as proposed by Aziz (2000) relate to *pre-event politeness* means politeness before act take place. It consist of two sub-principles: “harm and favor and shared-feeling”. Then, *on-the-spot politeness* means when an act take place. It relates to “prima-facie” or first impression hearer toward speaker. The last is *post-event politeness* which means politeness after an act take place. It relates to “continuity principle”

3.5 Concluding Remarks

This chapter has provided the methodology of the study. It consists of description of the design of the study, procedure of data collection and data analysis, and clarification of key terms. To be sure, the method described in this chapter will be applied in undertaking the aimed study under findings and discussion in the next chapter.