

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter will briefly elaborate on how conducting this research, that is the method applied. The present chapter consists of how the writer define sample for the research and continue by some steps of data collection which the writer has done. On the next point, the writer will describe about the framework of data analysis. The methodology applied in this chapter will make easier for the writer to give the analysis result which will be elaborated on the next chapter.

#### **3.2 Methodology**

This research is a descriptive research.

Travers (1978: 71) as quoted by Sevilla (1993: 71) stated:

*“Tujuan utama menggunakan metode deskriptif adalah untuk menggambarkan sifat suatu keadaan yang sementara berjalan pada saat penelitian dilakukan, dan memeriksa sebab-sebab dari suatu gejala tertentu”.*

The site <http://www.edweb.com>, explains about qualitative research is the collection and analysis of extensive narrative data to gain insights into a situation of interest not possible using other types of data (Gay, 1987), in this case recording live broadcasting. It attempts to ascertain the “why” by

examining the feelings, beliefs, and meanings people attach to the object under study.

The quotation below is taken from (Asmarapuri, 2004). The writer quotes this statement because she thinks that it has a link with the method that the writer conducted.

Arikunto (2002: 40) stated that:

*“Penelitian kualitatif bersifat deskriptif yang artinya peneliti tidak menggunakan angka dalam mengumpulkan data dan dalam memberikan penafsiran terhadap hasilnya berbentuk deskriptif”.*

Descriptive qualitative was conducted through observation or self-report such as via survey, questionnaires or interview ([www.edweb.sdsu.edu](http://www.edweb.sdsu.edu)).

In this present research, the writer does not conduct any observation; instead the writer collected the data through tape-recording and interview. The writer uses simple statistic such as table or graphic to describe types of self-reference used by radio announcers and presents the analysis data descriptively.

### **3.3 Aim of the research**

This research is aimed:

1. To find out self-reference used by radio announcer in Bandung;
2. To find out factors influence radio announcer in using self-reference.

### **3.4 Defining sample**

Sometimes, in conducting the research, the target of population is so large that we cannot take them all. To be practical, we can use conception of sub-

group in predict conception of all the member of group. That is why we conduct sampling.

*Proses yang meliputi pengambilan sebagian dari populasi, melakukan pengamatan pada populasi secara keseluruhan disebut sampling atau pengambilan sampel (Ary, Jacob, and Razavich (1981) cited in Sevilla, 1993: 160). While according to the site of <http://en.wikipedia.org/wiki/sampling>, sampling is the use of a subset of the population to represent the whole population.*

With regard to definition above, therefore, Alwasilah (2003: 146) stated:

*“Penelitian kuantitatif menempuh probability sampling, yakni pemilihan sampel dengan asumsi bahwa sampel itu mewakili populasinya. Penelitian kualitatif memilih purposeful sampling (which part of non-probability sampling) atau criterion-based selection, yakni jurus agar manusia, latar, dan kejadian tertentu (unik, khusus, tersendiri, aneh, nyeleneh) betul-betul diupayakan terpilih (tersertakan) untuk memberikan informasi penting yang tidak mungkin diperoleh melalui jurus lain”.*

This present research, therefore, falls into purposive or judgment sampling; *Memilih orang-orang tertentu karena dianggap—berdasarkan penilaian tertentu—mewakili populasi (Rahkmat, p 96-97 ).* The researcher chooses the sample based on who they think would be appropriate for the study (available at [http://en.wikipedia.org/wiki/Nonprobability\\_sampling](http://en.wikipedia.org/wiki/Nonprobability_sampling))

The principle underlying judgment sampling is that researcher identifies in advance the type of the speakers fit the specific categories (Milroy: 27, cited in Ariani, 2002).

### 3.5 Steps of data collection

#### 3.5.1 Recording live broadcasting

Data collections were recorded from middle of August to November 26<sup>th</sup> 2004. The time of recording was started from 6 O'clock in the morning with no limitation of time. She recorded live broadcasting simultaneously. When she listened to the radio, she directly recorded it. The writer only tape-recorded one time for one radio announcer and neither of elimination recorded result nor repetition were conducted. It was meant to get a spontaneous data and to avoid a manipulation data.

In the early of collecting the data, the writer recorded live broadcasting from twenty radio stations. Each radio station is involving four radio announcers. It consists of two males and two females. Two announcers were tape-recorded when each of them performing single live broadcasting and another two radio announcers were tape-recorded in their pairs live broadcasting (tandem) performance. After recording live broadcasting of twenty different radio stations which involving eighty radio announcers, the writer found that variation of self-references appeared when pairs live broadcasting was performed; a radio announcer used more than one type self-reference. In a single live broadcasting, a radio announcer tends to use one type of self-reference, for instance, if s/he uses *saya*, s/he continue to use *saya* during the show.

Based on statements above, the writer decided to reduce the number of respondents and also number of radio stations, in the considering that if the writer continue to use all previous sample and data, the research is considered done and the writer will not find anything new. By changing the sample into

smaller group, the writer had no purpose but finding something new about self-reference. The number of respondent that the writer uses now are nine radio stations and involving eighties radio announcers; eight males and ten females. Those radio stations were chosen based on the following reasons:

- a) Radio stations which the writer mostly listened to;
- b) Radio stations which the writer has some of it had the tape-recorded live broadcasting;
- c) Radio stations which have pairs live broadcasting program (tandem).

Furthermore, data material of live broadcasting to be analyzed is data material from pairs live broadcasting of which variation of self-reference mostly founds.

### 3.5.2 Interview

Interview was conducted after the writer finished recording and transcribing the data material. Interviews were obtained to achieve some goals as follow:

1. To obtain the beneficial data from the experts, in this case the radio announcers. The writer conducted interview in order to get supported answers because the writer realizes that she would need genuine answer.
2. To investigate the reason of using self-reference by radio announcers.

### **3.6 Framework of data analysis**

#### **3.6.1 Transcribing recorded live broadcasting**

In linguistics, transcription is the conversion of spoken words into written language.

By using written transcription, the data analysis process could be done without having to do tiring, boring, and wasting time activities such as replayed again and again the conversation recorded in the cassette. It is worth quoting Stubs (1984: 20, cited in Ariani, 2002).

The writer believed that a written transcription is the actual data as the evidence of recording process. However, transcribing from oral spoken into a written text was not an easy job. First, it took so much time. To transcript 15 minutes conversation, it took 2-3 hours. Second, not all conversation can be transcribed; there were some words that the writer cannot hear perfectly (inaudible). It happened because radio announcers talked too fast and his/her voice was too soft. To mark these unclear words, the writer put "...?..." as the symbol of the transcription.

Graddol et al (1987: 171, cited in Ariani, 2002) stated:

Kendon (1982) makes the point that no transcript is ever complete. In fact, it is a complete waste of time attempting to make a complete and accurate transcript of all your data. It is for better to make a rough and ready transcript which will allow you to see the approximate shape of the interaction, which you can use to identify sections by further interest.

Usually the running time of pairs live broadcasting is about 2-3 hours, however, the writer only conducted transcription for one hour session. The writer had no intention to manipulate the data. It was done in the consideration

that the data material in one hour has given enough data to be analyzed and it is also to time saving.

### 3.6.2 Analyzing interview result

Interview was conducted to investigate the explicit perception of radio announcers on the use of self-reference. In interview the writer conveyed the questions to a radio announcer about their attitude toward the using of certain self-reference. There were also questions about situation in which they commonly use the self-reference.

The interview was conducted through direct or face to face interview using audio recorded and via e-mail using facilitate of internet. The interview via e-mail was conducted because the writer and the radio announcer could not find a good time to meet each other for interview; therefore the radio announcer suggested the writer to send the question sheets via e-mail.

In the form of written transcript and the answer sheet via e-mail, the question answer and comments about self-reference were printed in italic and self-reference that could be emerged during the interview were printed bold as tool to formulate the respondents perception in using certain self-reference.

