

CHAPTER III

METHODOLOGY

This chapter describes the main procedures to perform the research. It consists of the aims of the research, the research method, population and sample, framework of data analysis which includes the participants of data resource, the procedures of data collection, and the procedures of data analysis.

3.1 Aims of the Research

The aim of the research is to identify, describe, and categorize the problems that are formulated into these following points:

1. to find out how the violations and observances to Grice's CP maxims are formalized in the rhetoric by the radio announcers.
2. to find out the maxims are mostly violated and observed by radio announcers.
3. to investigate the announcers' views with regard to the reasons behind the violations as well as observances to the maxims.

3.2 Research Method

In this research, the writer uses a qualitative method. As stated by Silverman (2001:25) that "this study is concerned with exploring people's life histories or everyday behaviors". According to Fryer (cited in Shofa, 2005:23), "qualitative is often associated with the collection and analysis of written or spoken text or the direct observation of behaviors."

Therefore, the research uses qualitative method since the research focuses on the rhetoric used by radio announcers in their daily live broadcasting. However, a few of quantitative method are also employed. The writer uses simple statistic, such as table, to describe the maxims those are mostly violated and observed by radio announcers.

3.3 Population and Sample

The population of this research is radio announcers at Ardan 105,9 FM Bandung, who use different kinds of expression in announcing the radio program. The announcers contain of both males and females, there is no classification or difference treatment whether the announcer is male or female. The total announcers in the radio station consist of eight announcers: three females and five males.

In order to fulfill the research requirement, the writer only chooses four announcers to become the sample of this research. The writer chooses those announcers because they are the 'most-active' announcers in that radio station. Each of them performs their daily live broadcasting at different time and theme.

3.4 Framework of Data Analysis

This section concerns with the procedures of data analysis for the present study. This includes the descriptions of the participants of data resource, the procedures of data collection, and the procedures of data analysis.

3.4.1 Participants of Data Resource

The participants consist of four announcers, one female and three males. In this research, the gender of the participants is not necessary, because the rule in radio broadcast never differentiates between male and female. The announcers are in age of 19-25 years old because the radio itself is for the young people.

First announcer is female who announces *Ardanesia show* every Monday until Friday, *Flight 40 show* every Saturday, *Indie7* and *Sugar Pop show* every Sunday. Second announcer is male who announces *You and Me at Noon show*, *Dr. Feel Good show*, and *Ardan Nge-jamz show* every day. Third announcer is male who announces *Siliwangi show* every Saturday until Sunday. Last, fourth announcer is male who announces *Cipaganti show* every Monday until Friday. The pseudonyms are used in the description of the announcers.

3.4.2 Procedures of Data Collection

3.4.2.1 Recording Live Broadcastings

The data were recorded when the announcers performed their live broadcasting in the studio during February 2008. Each announcer only gave one of his/her live broadcastings to be recorded. The researcher did not engage in the broadcasting. I only sat outside the waiting room until the radio show finished. The advantages of collecting natural speech from the subjects who were unaware that they were being tape-recorded are gaining the spontaneous and original data for the research.

3.4.2.2 Transcribing Recorded Live Broadcastings

The writer believes that a written transcription is the actual data as the evidence of recording process. First, the recorded data was listened by the writer then transcribed into the documents. The data transcribed is the whole broadcastings that are announced by each announcer; includes the utterances, the songs that being played, and the advertisements during the broadcasting.

The utterances said by the announcers are categorized into types of data delivered which contains data of opening the program, running the program, and closing the program. Specifically, the data of running the program consists of the information, adlibs, and tagline.

3.4.2.3 Interviewing the Participants

In order to gain the accurate data, the writer was interviewing the announcers. The writer asked them by giving questionnaire to each announcer. The process took place at 14th April 2008 in Ardan Radio 105,9 FM Bandung. In this research, the interview was conducted to investigate the announcers' views with regard to the reasons behind the violations as well as observances to the maxims of Grice's Cooperative Principle. The lists of the questions are:

1. What do you usually do to get listeners' attraction while you are broadcasting?
2. Why information is sometimes delivered 'indirectly' to the listeners, both technically and non-technically?
3. Why information is also sometimes delivered 'directly' to the listeners, both technically and non-technically?

4. Why tagline is often announced 'directly' and repeatedly to the listeners, both technically and non-technically?
5. Why adlibs is often announced 'indirectly' to the listeners, both technically and non-technically?

3.4.3 Procedures of Data Analysis

The rhetoric (utterances) from each type of data delivered was classified into direct and indirect speech. The utterances then were analyzed with Grice's Cooperative Principle, whether it was violating or observing the maxims. The writer further determines what kinds of maxims that was violated and observed by the announcers. The explanations were also presented by the writer to discuss the answers. Meanwhile, the data of questionnaires were collected to investigate the announcers' views with regard to the reasons behind the violations as well as observances to the maxims.