CHAPTER III

METHODOLOGY

This chapter will describe methods of how the present study is processed. It includes research design, data collection and data analysis procedures. It also explains the subject of the research and mentions some relevant theories of the related topic from Grice, Brown & Levinson, and Grundy.

3.1 Research Design

This research mainly employs qualitative approach with direct observation and case study method. As Wray & Trott and Bloomer (1998:95) say that qualitative approach involves description and analysis rather than just a statistical data. Researchers believe that it can provide them with a systematic, factual and accurate research data. It is in accordance with Maxwell (1996) who states that,

> The purposes of qualitative research design were to understand the meaning of events, situations and actions; to understand the particular context has on; to identify unanticipated phenomena and influence and generate new grounded theories; to understand the process by which events and actions take place; and to develop causal explanations of the events, situations, and actions.

Basically, qualitative approach has a wide variety of methods. Some of them are participant observation, direct observation, unstructured interviewing and case study. For certain purposes, a combination between two or more methods are allowed. Since this research avoids the researcher from taking part in the observed context; supports by technology (the use of software in collecting data); and studies only specific individual in a specific context, it can be categorized into a combination of direct observation and case study in the form of text analysis. While to present the analyzed data, descriptive method was applied with the

presence of a simple statistical data such as table for describing the occurrence of the intended features.

Based on these considerations, the writer believed that this approach would provide the research with a more reliable outcome toward the analysis of conversational implicatures and politeness strategy of a presenter in a television show.

3.2   Data Collection

A study needs data to be observed and analyzed, so does this study. Some basic knowledge about the data source, data recording and transcribing are briefly explained as follows.

3.2.1 Data Source

The sample was taken randomly from the first season of *Take Me Out Indonesia*. *Take Me Out Indonesia* is a combination of reality and dating show. The original version of the show is ascribed from an Australian show, 'Taken Out'. Having achieved success in Spain, Netherland and Denmark, the show started its premiere in Indonesia on June 18th, 2009 by virtue of the cooperation between Indosiar and Fremantle Media as the license holder. The show is broadcasted every Friday from 09.30 to 11.30 pm on Indosiar and conducted by Choky Sitohang and Yuanita Christiani as the presenters.

This match game show helps 30 women to search for her desired soulmate or prospects husband. For every episode, seven men come. Each man should do their best to impress these women through some steps such as self introduction,

skill showdowns and questions. Those who are unimpressed with the man can turn their lights off. What the men should do is, strive to keep the lights on as many women as possible which then he can choose one from the remaining to have a date. The man should be ready to leave empty-handed if there is no lights on at the time of the final choice.

The decision to choose this show as the subject of the present study was based on several reasons. First, broadcasting is an interesting field for the writer. Selecting a preferred topic would minimize a researcher from being easily bored with the hectic processes of the research. Second, the high rating of 5.3 with the share 4.6 along the first season indicates that this show was popular during the implementation period of the study. Third, the presenters conduct the show attractively while showing a good manner in language usage. It made the writer assumes that the subjects might contain a number of politeness features. This inspirited the writer to find the pattern or strategy of communication that they use within their performance.

3.2.2 Data Recording

In running this research, the writer needs some data of a natural phenomenon in specific context as the subject. The episode XXII of a television show, entitled 'Take Me Out Indonesia', was chosen. This data recording was carried out on November 13, 2009 with approximately 120 minutes. In order to make the data becomes analyzable, it should be recorded first. By using recorded data the researcher can avoid many practical difficulties of data collection (Wray

et.al. 1998). This recording process utilized a computer software, EZ audio recorder 3.5.4 which was operated through the connectivity of the Line-in output of a television and the Line-in Input of the CPU. The software enables users to record streaming audio, Mic input, Line-in input, Quick Time and also sounds from CD or DVD. The software only recorded the audio material and then transferred it into MP3 format.

3.2.3 Data Transcript

There are many kinds of analyzable data. One of them is transcription. An audio-recorded data needs to be transcribed in order to gain more accurate analysis. This written form would make the analysis process becomes less complicated. The whole part of the recorded data was thoroughly listened for several times until most of the problem passage is clear enough to be manually written or typed. The transcription embraces the audible utterances, pauses and also non-linguistic features which were expressed by the presenters, the participants and the commentator of this show. These linguistics and non-linguistics features were transcribed by simply following the convention of transcription, proposed by Grundy (2000).

3.3 Data Analysis

This study aims at investigating the most preferred conversational implicatures and politeness strategies that are used by the presenters of a

television show, *Take Me Out Indonesia*. It also tried to find the reasons or implications behind the use. Five steps of data analysis are explained below.

3.3.1 Identification

The transcription was carefully read and understood. Since the focus is on those that are said by the presenters, their dialogues and other participants are distinctively identified. Afterward, a number of dialogues which represent conversational implicatures and politeness strategies were marked.

3.3.2 Classification

After identifying the transcription and certain aimed features it contains, classification process was started. The identified data were mainly classified into two different theories, conversational implicatures and politeness. Those, which were identified as the former, fall into two categories based on the theory of conversational implicatures proposed by Grice (1981). These categories are generalized conversational implicatures and particularized conversational implicatures. While those which were identified as the latest falls into four categories with their sub-categories based on the politeness theory proposed by Brown & Levinson (1987). These categories are positive politeness, negative politeness, off record, and bald-on record.

3.3.3 Calculation

This step simply involves the quantitative approach in the form of percentage calculation. The occurrences of each kind conversational implicatures and politeness strategies were calculated in order to figure out the most frequent features that are operated by the presenters of the show. The Occurrences were calculated by using the following formula.

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

P = Percentage
F = Frequency of feature's occurrences
N = Total Occurrences

3.3.4 Analysis

In this step, the classified data and its calculated occurrences were connected to the relevant theories which have been mentioned above for providing the answers of the research questions.

3.3.5 Discussion

This is a final process of the data analysis in which the writer pointed out her understanding and interpretation toward the results of the analysis. The meaning of the percentages would be explained and the answers of research questions were described. Some quantitative data would be presented in the form of table chart.

3.4   Closing Remarks

This chapter has provided explanation about the methodology in doing this research. It has been mentioned that the presented study employs qualitative approach. While for presenting the result, descriptive method with the presence of

table chart is applied. The writer has discussed some information about the show and acknowledges several reasons why she chose thetopic to be investigated. To make it clearer, this chapter ha salso elaborated the transcription and the procedures of analyzing data step by step.