

CHAPTER III

METHOD OF THE STUDY

In this chapter, the writer gives an elaboration of the method used in this study. First, the writer explains about the research approach that is used in this study. Next, the writer presents about the population and sample that are used in this present study. Then, the writer explains about the steps in collecting the data. After explaining the steps in collecting the data, the writer describes the techniques used in analyzing the data of this present study.

3.1. Research Approach

Method is one of the important tools that is needed in conducting a research. In this study the writer uses descriptive qualitative approach as the method. This approach is chosen because the objective of this study is to find out the request strategies used by the buyers in *Pasar Pabean* Surabaya. According to Bodgan (1982), qualitative approach is a method of research which analyzes the data in the form of written and or spoken from speaker as well as their behaviors. Another explanation about qualitative approach is proposed by Maxwell (2005) in which he says that the strengths of qualitative approach are its focus on specific situation or people, its emphasis on words, and its inductive approach. Therefore, the writer believes that descriptive qualitative approach is the best method to be used in this study.

3.2. Population and Sample

The writer took 8 buyers from two different stalls at *Pasar Pabean* Surabaya. i.e. seeds and nuts stall and garlic and shallot stall. The population of this present study, hence, was all buyers at *Pasar Pabean* Surabaya. As for the sample, in choosing the sample of this present study, the writer used purposive sampling technique. Purposive sampling technique is a technique to collect samples in which the “to be observed data” are selected based on some criteria that have been set in advance in order to collect the data that can represent the population of the study (Babbie, 2007). However, since samples were chosen using purposive random sampling technique, the samples shall meet these criteria:

- a. The buyers are of different ethnicities from the sellers because the aim of this study is to find request strategies used in multicultural setting.
- b. The buyers have to be Javanese, Chinese, or Madurese because these three ethnicities make up the majority of buyers at *Pasar Pabean* Surabaya.
- c. Physically and mentally healthy

The writer finally selected the eight buyers because they were of different ethnicities with the seller and they could speak Javanese and Madurese language as well as Indonesian language. Thus, it is assumed that those buyers could represent the overall buyers at *Pasar Pabean* Surabaya. There are hundreds of stalls that can be found in *Pasar Pabean* Surabaya. Based on the survey that the writer had done in *Pasar Pabean* Surabaya, among any other kinds of stalls, generally there are two kinds of stalls that can be easily found there, namely

'garlic and shallot stall and 'seeds and nuts stall. In line with the result of the survey, the writer chose one 'garlic and shallot stall and 'one seeds and nuts stall' as the place to collect the data for this present study. In choosing the stalls, there were some criteria that need to be satisfied: the big number of the customers and the variation of the items sold. It means that the chosen stalls have to have some variants of the items sold. Hence, the stall can fulfill the needs of the customers since they sell various items and or various styles of the same item.

3.3. Technique of Data Collection

To collect the data, tape recorder was needed to record the conversation between the sellers and the buyers. The data that the writer used in this study are the recordings of the sellers and buyers during bargaining activities which were recorded from January 3rd, 2015 to January 10th, 2015. There is no special reason of why the data were collected around those dates because this market is open 24/7. The recordings were collected from two stalls that had been chosen in advance, namely 'garlic and shallot stall' and 'seeds and nuts stall'. In each stall, four conversations from four different buyers of two different ethnicities were recorded. So, there were a total of eight tape recordings that were used as the data for this present study. In recording the data, the sellers had been informed in advance that their conversation will be recorded since the writer needed the permit from the sellers to record their conversation. However, the process of recording the buyers' conversation was done surreptitiously, and the buyers were told afterwards, in order to keep the setting of the buyers natural. The recordings

contained three languages spoken by the 8 buyers, i.e. Indonesia, Javanese, and Madurese language, which were then used as the data of this present study. The length of the recordings was varied, starting from 1 minute to 9 minutes. The total length of the recordings was 19 minutes and 6 seconds.

To sum up, the technique of data collection was recording the conversation between the sellers and the buyers at two different stalls in *Pasar Pabean* Surabaya.

3.4. Technique of Data Analysis

After all conversations had been recorded, the tape recordings were transcribed into written form to be used as the data in this present study. Wray and Bloomer (2012) stated that there are three kinds of transcription, namely phonetic transcription, phonemic transcription, and orthographical transcription. In transcribing the data, the writer used orthographic transcription because the writer focused on the utterances of the buyers in bargaining. The writer was helped by his Madurese friend in transcribing and translating some recordings that contained Madurese language since the writer does not have a good comprehension of Madurese language which appeared in the collected data.

After making the transcription, the writer underlined the utterances that contain request in each conversation. Then, the writer classified the utterances of the buyers in each stall based on the strategies that they used according to the theory proposed by Blum-Kulka, House, and Kasper (1989). After that, the classified utterances were explained in order to answer the first statement of

problem of this present study. But, before the writer explained the findings, the writer made a calculation about which strategies are mostly used by the buyers. The aim of this calculation is to know the proportion of the level of directness and strategy type of the underlined utterances. Thus, the writer could decide which strategy is mostly used by the buyers. To know the proportion of the level of directness, the writer used this formula:

$$\frac{\text{Number of specific request strategy performed}}{\text{Total number of request strategies}} \times 100\%$$

In addition, the proportion of strategy types was counted using the formula below:

$$\frac{\text{Number of specific strategy types performed}}{\text{Total number of all strategy types}} \times 100\%$$

After the entire data had been counted, the writer interpreted the data using the findings from the previous sub chapter. Finally, the writer drew a conclusion based on the findings and the interpretation of the data that has been done in the previous chapter.

To sum up, the technique of data analysis are divided into the following steps:

1. Identifying the utterances, in the transcript, that contain request.
2. Classifying the underlined utterances based on the theory proposed by Blum-Kulka, House, and Kasper (1989).
3. Calculating which request strategy is mostly used by the buyers.
4. Explaining the findings of the collected data.
5. Interpreting the result.
6. Drawing a conclusion based on the findings and the interpretation.