

## CHAPTER 3

### RESEARCH METHOD

#### 3.1. Research approach

In this study the writer used a qualitative research approach for data collection. The writers did the observation and recorded the talk show. This technique is useful to find out about the types of communication strategies.

In analyzing the collected data, the writer used a descriptive analysis method. After all of the collected data was analyzed qualitatively, the results of the analysis will then be interpreted descriptively. The reason for using this descriptive analysis method is because the method is suitable with the aim of this study, which is to describe and analyze the types of communication strategies.

The three elements which can be guideline for the writer to conduct a research in communication strategies on radio talk show are. First researcher is the important guideline in the study. Second the research conducted with the real situation which in formal situation not being set up, as a reflection of everyday life of individual whether in groups, societies and organization. Third the researcher's observation role is to get holistic meaning of the context (Miles and Huberman, 1998, p.149). So in conducting the research, the writer used observation, recording and interview.

The writer used conversation analysis approach by using conversation analysis' symbols in transcribing and analyzing the data, CA approach made the transcript clear and minimized the possibility of unclear data. Conversation analysis does not depend on the background of the speakers but it only depends on the conversation

itself.

This is supported by Paltridge (2003, p. 84), who says that conversation analysis is exploring how both participants produce, respond and develop their conversation in social context, using conversational data as the source for the claims they make, they stress what the conversations reveal about social and cultural interactions and practices.

### 3.2. Corpus and sample

In this study, the participants of the radio are the radio announcers and the phone callers of “English by Radio” in EL - VICTOR FM, the writer recorded five of their shows. The show itself aired on 1<sup>st</sup> June, Sunday at 9 – 11 pm.

The writer observed them and made EL – VICTOR became the data’s source because, firstly, since the radio announcers as English teachers so it has no any difficulties for taking the data. In this case Rocky whose real name is Drs. Abdul Rochim as a radio announcer was an English teacher in Surabaya College since 1982 – 1990, in 1990 until now he is an English teacher in I.P. and on 10<sup>th</sup> November he made “Rocky’s English Course” in general English course.

Secondly the aim of the talk show is to teach listeners English conversation well on the media, beside they get it on the school or public education. Thirdly this show has been on air since 1986, June 2<sup>nd</sup> every Sunday morning at 9 – 11 am, and becomes popular among the radio itself and listeners.

The show is divided into two sections, on one hour 9 – 10 a.m. is for social program, the topic discusses daily issues and one hour later 10 – 11 a.m. is economic

program, which discusses about economic issues in daily life. Studio guest, Listeners or phone callers in this show are always on general, such as: workers, students, collegians or even unemployment. In this data the writer limited the research by only taking the data where English knowledge of the phone callers and studio guest are lower than radio announcer.

Fourth, the English conversation is clear and simple for the writers to be analyzed. Finally the writer found the phenomena of communication strategies in their talk show.

### 3.3. Technique of data collection

The first, the writer Asking information about the program and the background of the announcers in the radio.

The second recorded the social program in “English by Radio” by using a tape recorder at his house. The writer did it at home because the radio station has no recording machine in the studio and the writer’s home record was enough for the research.

The third is, the writer grouped the recorded data based on many of conversations.

The fourth, the writer checked the data whether it contained communication strategy or not.

Finally, the writer transcribed the data based on CA symbols.

In short the procedures to collect the data are:

1. Asking information about the program and the background of the announcers

in the radio.

2. Recording the social program in “English by Radio” by using a tape-recorded at home.
3. Transcribing the data based on Conversation Analysis symbols.
4. Grouping recorded data based on many of conversations.
5. Checking the data whether it contained Communication Strategy or not.

#### 3.4. Technique of Data Analysis

Data analysis is the process of systematically searching and arranging accumulated data, gathering, and developing understanding and drawing generalization to present what have been discovered (Borg and Gall, 1989, p.386). Therefore all of the data obtained through recording and observation were analyzed using descriptive analysis in order to answer research questions stated in chapter one. The research questions are the problem that faced among radio announcers and phone callers due to communication strategies in “English by Radio” talk show.

The first, the writer classified the types of communication strategies in “English by Radio” talk show.

The second, the writer finding the types of communication strategies which are mostly found in “English by Radio” talk show.

The last is concluding the findings from all of the collected data.

In short, the procedures of the data analysis are:

1. Collecting the types of communication strategies in “English by Radio” talk show.

2. Finding the types of communication strategies which are mostly found in “English by Radio” talk show.
3. Concluding the findings of the collected data.