CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

In observing conversational features in gossip talk done by the presenters of *Obsesi* infotainment television program, the writer conducted the research using qualitative as the method. By the term qualitative research we mean any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification (Cited in Strauss and Corbin, 1990). Strauss and Corbin stated that qualitative research refers to research about persons' live, stories, behavior, organizational functioning, social movements, and interactional relationship. There are several reasons why the writer thinks that qualitative is the best method in doing this study. First, qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. Qualitative methods are effective in identifying intangible factors, such as social norms, socioeconomic status, gender roles, ethnicity, and religion, whose role in the research issue may not be readily apparent. Second, the data is taken from field notes, audio (and sometimes video) recordings, and transcripts.

Strauss and Corbin explained that qualitative research is done by researcher in the social and behavioral sciences, as well as by practitioners in fields that concern themselves with issues related to human behavior and functioning (1990)

Basically there are three major components of qualitative research. First, there are the data, which as mentioned can come from various sources. Second, the different analytic or interpretive procedures that are used to arrive at findings or theories: including the techniques for conceptualizing data called "coding", varies by training, experience, and purpose of the researcher. Third component of qualitative research are written and verbal reports. These may be presented in scientific journals or conferences and take various forms depending upon the audience and aspect of the findings or theory being presented.

The writer also uses Conversation Analysis (CA) as the instrument in transcribing the data which is known as an approach to the analysis of spoken interactions developed from work carried out by Harvey Sacks, Gail Jefferson and Emanuel Schegloff in the early 1960s (Paltridge, 2000). According to Palltridge, in CA particular attention is given to everyday spoken interactions such as casual conversations, chat and ordinary narratives. Ordinary conversation is the most basic form of talk and the main way in which people come together, exchange information, and maintain social relations (2000). CA is proper instrument to analyze the structure of gossip as a form of talk in communication. It is used to analyze the phenomena of turn taking in the conversations because CA puts its interests in aspect of conversational interaction; one of them is turn taking (Paltridge, 2000). Beside that CA can serve data transcription in detail.

3.2. Subjects and Settings

The data of this study was taken from the recorded transcription of Obsesi infotainment television program during the shows. It was recorded on Janua ry 11st and 12nd 2011 started from 09.30 A.M. until 10.30 A.M. In this case, the writer paid her attention on the interaction appeared between the two females presenters of Obsesi.

The data is divided into six conversations based on the topic development between the presenters. In these shows there are several sessions depend on the subjects was being talked. So, the writer thinks that it is enough for only taking two days shows to do this study.

3.2.1. Subjects

The subjects of this study are the two presenters of Obsesi infotainment television program which consist of two females. Actually, this program has several presenters, but the writer decided to choose certain presenters as the subjects of this study.

During the show the presenters share their feelings, opinions, even comments about the gossip are being talked. It shows between the presenters have close relationship which appears in their casual conversation. The writer analyzes

gossip talks produced by the two female presenters of Obsesi infotainment program which both of them use Indonesian language in delivering the gossips.

3.2.2. Setting

The recording was done on January 11st and 12nd 2011 on Global Tv Obsesi infotainment program at 09.30 A.M. until 10.30 P.M. Actually, there are two sessions of this program, they are *Obsesi Pagi* (in the morning) and *Obsesi Sore* (at noon). Therefore, the writer chose *Obsesi Pagi* which has two female presenters. She has several reasons why she chooses Obsesi as the source of this study. First, it has two presenters consists of two females. Second, it shows presenters' comments and feelings about the gossips are being talked. Third, the relationship between the presenters has equal position or less social distance, so th ey may share solidarity which can be used to establish informal atmosphere which is fitting and able to attract viewer' interest to watch this show.

3.3. Instrument

The writer used voice recorder from her mobile phone as the instrument to help her record the data. Sacks argued that intuition does not equip the researcher to anticipate the range of sequential contexts in which utterances might be produced. It was necessary, then, to study only naturally occurring data; and to examine the activities people perform with their utterances in the real-life situations. Audio-recording technology made collection of naturally occurring interaction relatively

simple. Everyday speech, though, does not resemble fictional depictions of talk. It is not grammatically neat and tidy, but appears on the surface to be disorganized and messy. However, it was felt it would be premature to decide prior to analysis which contributions were significant and which could be excluded from analysis (cited in Wooffitt, 2005). After the writer recorded the data she put it into transcriptions.

3.4. Data Transcription

In this study the writer used conversation analytic convention to analyze the data. There are several reasons why the transcription takes a very important role in Conversation Analysis approach. First, it helps the researcher and readers in understanding the details of interaction that escapes ordinary listeners (ten Have, 1999). Second, it assists the researcher in noticing and discovering particular phenomena (Heath and Luff in ten Have, 1999). Based on the statements above the writer transcribed the data which had been transcribed. However, she did not use all the data had been recorded, rather than she chose certain interactions. The interactions had different topics based on the objects they were talking.

In the process of transcribing the data, the writer concern to the several issues as follow:

3.4.1. Quality of Recording

In the recording process, the writer used simple equipment to collect the data. The mobile phone as the recorder was put beside the television speakerphone, so that it can ensure the quality of the recorded interactions. Making record is a prove to get best quality because even the writer had been taking notes while the interaction

was occurring she could not be sure that she would get the data accurately and she would probably miss several parts of conversation.

3.4.2. Quality of Transcription

In CA, transcription has very important role to get detailed data. A good quality of transcription has to be able to capture and preserve the interaction phenomena arise from the study (ten Have, 1999). Further, Psathas & Anderson claimed that the transcription has to be taken by a researcher with his/her ability and limitation (in ten Have, 1999). From their recommendation, the writer transcribed the data by herself to get greater insight into the data. In this case, the writer's ability and limitation influence the process of capturing, preserving and rendering the phenomena from recorded data into the written form.

3.4.3. Transcription Convention

Transcription convention was developed by Gail Jefferson in 1978. In the system, he focused on, first, the properties of turn taking, such as the onset of simultaneous speech and the timing of gaps within and between turns; and second, it captures features of the production of talk, such as emphasis, volume, the speed of delivery and the sound stretching (Wooffitt, 2005). Further, Wooffitt claimed that there are two different transcriptions.

The first is a conventional transcript which merely records the words spoken; the second comes from a re-transcription using conversation analytic convention (2005).

In this study the writer uses transcription convention because of several reasons. First, the CA transcript captures a range of detail missed by the more conventional transcript, includes subjects' tu rns, record of audible breathing, and also record non-lexical items such as 'er' 'erm' and their variations. Second, CA transcript indicates the way in which words are delivered. Finally, conversation analysts take great care in transcribing section of overlapping talk (Wooffitt, 2005). Ochs, Schegloff & Thompson claimed that the transcription convention derives from the one of Gail Jefferson, but it was completed with several features to gain better data analyses (in Schegloff, 2000). Appendix 1 provides the transcription convention of Ochs *et al* that was used in this study.

3.4.5. Notes on the Elements of Transcription

The notes of the elements of transcription are explained bellow (ten Have, 1999):

a.   Time, date and place of the recording

The writer puts these facets in the beginning of the transcription in each interaction.

b.   Identification of the participants

In this part the writer change the name of the presenters and the people who were being talked about in the conversation in order to respect to their personal business and privacy. It is necessary that in conversation analysis, an analysts change the background of the participants (ten Have, 1999).

c.   Words as spoken

Psathas and Anderson claimed that a CA researcher has to capture the actual words as spoken into written form (in ten Have, 1999). They recommend that one render the word spoken in standard orthography. Nonetheless, the writer did not employ standard orthography in rendering the uttered words. To support her decision, the writer took the arguments of ten Have, claimed that the standard orthography may ignore language variation s as well as everyday informalities that are relevant for the analysis. Further, he added that it could not squeeze many interesting phenomena coming out from the data (1999). In doing this study, the writer adapted the transcription of Ochs et. al (Schegloff, 2000) which is the same as what ten Have (1999) recommended that a CA researcher utilizes one's transcription style in rendering spoken words.

d.   Sounds as uttered

Vocal sounds can be interpreted as words. Other sounds which take role in interaction are transcribed by means of transcription convention if it is possible. However, when such sounds are not part of utterances or are non -

vocal sounds for the most part, they are not transcribed but by putting them between double brackets.

e.   Inaudible sounds or words

It is quite common that some vocal sounds are not comprehensible to the transcriptionist. It means that they are out of earshot or indistinct. In such case, if it is possible, CA researchers could guess the words/ sounds from the context by putting them between brackets.

f.   Spaces/ silences/pauses

This study focuses on conversational features not turn taking. So, the writer did not pay much attention about the duration of spaces/ silences/pauses.

g.   Overlapped speech/sounds

Overlapping speeches and sounds are denoted by using square brackets while closing brackets mark the end of the overlapping speeches.

h.   Intonation/stress

Similar to the reason for transcribing words, marking intonation/stress is considered problematic. The writer did marking every distinctive intonation/stress although this practice h eavily depends on perception and interpretation of such intonations/stress.

3.5. Technique of Data Collection

The writer did recording for two times; the first show was recorded on January 11st and the second show was recorded 12nd 2011. In each show is divided into

several sessions depends on the subjects of the gossip talks. After listened to all the conversation, the writer divided the recorded data into six conversations based on the subjects the participants were talked about. For example, in conversation 1, the subject or the person they were gossiping was John, in conversation 2 they were gossiping about Jessica, and so forth.

3.6. Technique of Data Analysis

In analyzing the data, the writer did some steps. First, the writer transcribed the data using Conversation Analysis convention. Second, she tried to find out the patterns of turn-taking include interruptions and overlaps patterns. Then, the writer focused on the presenting of some significant features appearing on the data transcription, such as utilizing of minimal responses, adjacency pairs, and hedges. Fourth, the writer analyzed the functions of those conversation features on the gossip talks between presenters of Obsesi infotainment television program. Finally, she made conclusion.