CHAPTER III

METHOD OF THE STUDY

This chapter discusses about the methodology that the writer uses in this study. The writer explains about the general process in collecting and analyzing the data.

3.1 Research Approach

This study is aimed to give a description about the use of Solo-Yogyakarta dialect by the host of @Show_Imah talk show. For the purpose, the study uses a qualitative approach in which the research data did not contain the numerical data and that was not analyzed by using statistical test. As stated by Mackey and Gass (2005) also points out qualitative research, a research based on descriptive data that does not use statistical procedures.

The characteristics of qualitative method are intensive, careful recording of what happen in the setting; analytic reflection on the documentary records obtained and reporting the result by means of detailed description interpretative commentary (Stainback, 2003). It is true since the writer identified and analyzed the recording files and intended to describe how the Solo-Yogyakarta dialect reflected in the speech of host of @Show_Imah talk show.

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3.2 Source and Sample of Data

The data of the research was taken from a website called 'YouTube'. You tube is a website which provides videos including the video of @Show_Imah talk show program and also recording files.

The writer took four episodes of @Show_Imah as the sample of the data. The data were taken on June 12th, 2012, November 6th, 2012, November 23th, 2012 and November 27th, 2012. The topics are:

1. The first data was taken on June 12th, 2012 and was about relationship between Raffi Ahmad and Yuni Shara. Their relationship was considered controversial because Yuni Shara is older than Raffi Ahmand and also she is a widower who has two children. Yuni Shara is a single mom who has a several business in Kalimantan, Jakarta and Surabaya.

2. The second data was taken on November 6th, 2012 and was about *pasangan yang belum jelas*. The guests were Vicky Nitinegoro and Nadine Candrawinata. In this episode, there was a caller whose phone in @Show_Imah. He is a Nadine's boyfriend that was surprising action for Nadine as guest. At that time the audience in studio and at home did not know that her boyfriend is a famous person who is a racer and also an artist. His name is Moreno Soeprapto.

3. The third data was taken on November 23th, 2012 and was about issues of Anang's family. The guests were Ashanty and Aurel. In this episode, there was a caller who phone in @Show_Imah. He is Aurel's boyfriend. That was surprising action for Aurel from her mom. At that time Soimah used

Syahrini's style through the way she speaks, custome, and hair style. The reason why Soimah used a Syahrini's style was issues in the past that Anang and Syahrini had a special relationship. And now people know that Ashanty is a wife of Anang and also step mother for Aurel and Azriel.

4. The fourth data was taken on November 27th, 2012. This episode was a first live performance which has a concept 'became an older people'. In this episode all participants that is host, servant, all guests and all personnel of Shagara band used costumes as older people. The guests were Sahita group, from Surakarta, Wendi Cagur and his wife. Sahita group consists of four people that are: Ting Tong, Atiek, Cempluk, and Inong.

3.3 Technique of Data Collection

In collecting the data, the writer used several methods that were observation, recording file and note taking (Mahsum, 2007). In this method, the writer only observed the regional dialect in the language used by Soimah based on the phonology, lexicon and morphology features she used. Besides, the writer not only did record the data, but the writer also downloading the video from the website, www.youtube.com. After recording and downloading the file, the writer transcribes the conversation orthographically. In brief, the steps that were taken by the writer in collecting the data are:

1. Browsing and downloading the video in www.youtube.com, with the title 'Raffi Ahmad_Yuni Shara: @Show_Imah', 'Vicky Nitinegoro and Nadine di acara @Show_Imah' and 'Show_Imah: Ashanty-Aurel'.

2. Recording the fourth data.

3. Transcribing the video file and recording file.

3.4 Technique of Data Analysis

The writer examined how Solo-Yogyakarta dialect reflected by the host of @Show_Imah talk show in her speech in the talk show based on the descriptive method (Uhlenbeck, 1978), comparing and contrasting (Mahsun 2007). First, after transcribing the conversation orthographically, the writer identified the features of Soimah's regional dialect. Then the writer classified the features of regional dialect based on linguistic levels such as: phonology, lexicon and morphology. After that the writer described each of phonology, lexicon and morphology features of Soimah's regional dialect. Finally the writer interpreted the findings and drew a conclusion. In short, the steps of data analysis are:

1. Transcribing the conversation orthographically.

2. Identify the features of Soimah's regional dialect.

3. Classify the data based on the phonology, lexicon and morphology features.

4. Comparing and contrasting the features of Javanese language and Indonesia language based on the bilingual dictionary, Alwi et. al (2010) and Muslich (2010), and Sudaryanto (1992).

5. Interpreted the findings.

6. Making conclusion.