CHAPTER III

METHOD OF THE STUDY

3.1   Research Approach

Based on the research questions posited earlier, this study would like to describe and explain the networker's utterances appeared during their interaction with their prospects during their presentations, associated with Brown and Levinson's (1987) politeness theory. Thus, qualitative approach seems to be the most appropriate research approach for this study. Taylor and Bogdan (in Suyanto and Sutinah, 2005) define qualitative research as a research which produces descriptive data about spoken or written words and observable behavior of the participants.

The main characteristic of qualitative approach is naturalistic which means that it prefers to study people, things, and events in its natural setting. Punch (1998) points out that in naturalistic research, unlike other approaches, the social world is studied as far as possible in its natural state, undisturbed by the researcher.

Adding to those ideas, based on Merriam (1998) qualitative research is descriptive when the researcher is interested in the process, meaning, and understanding gained through words or pictures.

Furthermore, the researcher would use case study as the design of the study. A case study is a strategy used by qualitative researchers to investigate and understand the case in depth in its natural setting, recognizing its complexity

and context (Punch, 1998). To be more comprehensive, a dictionary of sociological terms, as cited by Punch (1998) defines a case study as "a method of studying social phenomenon through; a thorough analysis of an individual case. The case may be a person, a group, an episode, a process, a community, a society, or any other unit of social life. Therefore, the case study method is the most appropriate method applied to the current research since it is suitable with the writer's purpose, to analyze the case with an in depth analysis in a natural setting.

3.2   Participants of the Study

As this study is a case study, the number of participants chosen is limited. Here, the participant of this research is one network marketing distributor. This networker is selected randomly but conform several parameters. First, the participant is not acquainted with the researcher before, or does not have any relationship with the researcher, in order to preserve the natural situation of the conversation. Secondly, the participant is a person who is above level 3 of the business system because they are considered to be eligible or skilled enough in the business.

In this study the participant is Happy, a 24 year old woman who has reached level 6 in Tiens International (Tianshi). Since she is level 6, Happy is also considered as one of the 'leaders' in the business.

3.3   Technique of Data Collection

In this study, the writer collects the data by recording the utterances occurred during conversations performed by a networker and a prospect during the networker's presentation process.

The writer will select a networker randomly is not acquainted with the writer before, and the participant is a person who is above level 3 of the business system.

The process of the recording during the conversation is unnoticed by the networkers in order to conserve the natural situation happens in the conversation.

After recording, the writer listens to the recorded material and transcribes the conversation, and then analyzes the data based on the theory of Brown and Levinson's positive or negative politeness.

3.4   Technique of Data Analysis

In analyzing the data, the writer did some steps, which can be briefly mentioned as follows:

1. Sorting the transcription of the conversation by the occurrence of politeness strategies.

2. Creating a table for utterances which contain politeness strategies.

3. Classifying the utterances in the table based on the theory of politeness strategies proposed by Brown and Levinson (1987).

4. Counting the occurrences of each politeness strategy.

5. Analyzing the data and giving three examples for each sub strategy.

6. Interpreting the data based on the politeness strategies.

7. Making a conclusion.