

## CHAPTER III

### METHOD OF THE STUDY

This chapter contains the research method to find the answers of all research questions stated in chapter one. The research approach, source of data, techniques of data collection, and technique of data analysis are presented here.

#### 3.1 Research Approach

The method used in this study is qualitative approach. This research uses qualitative approach since it is considered as the most suitable method for this topic. Qualitative research is a research in which methods used such as participant observation or case studies that result in a narrative, descriptive account of a setting or practice. According to Denzin and Lincoln (2011), qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that makes the world visible. They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to the self. This means that qualitative researchers study things in their natural settings attempting to make sense of or to interpret phenomena in terms of the meanings people bring to them.

Qualitative research is used since the writer intends to analyze the language style used by the host in Kick Andy talk show. Since this study uses qualitative approach, the data are obtained not in the form of numbers but in the form of words.

### 3.2 Source of Data

This study analyzed language style used by the host in Kick Andy talk show. Kick Andy talk show was chosen by the writer as the source of the data because the language used in this talk show was produced in different styles reflected by social context, it can be formal or informal.

### 3.3 Technique of Data Collection

In collecting the data, the first step taken by the writer was preparing her modem and notebook. Secondly, the writer then searched for episodes of Kick Andy talk show. Thirdly, the writer downloaded two videos of Kick Andy talk show from [www.youtube.com](http://www.youtube.com). The videos chosen by the writer are the videos that have high rating and the videos recorded in 2013. The first video is *Asa Nan Penuh Otak* was taken on 22 February 2013 and the second video is *Apa yang Keliru Dengan Negeri Ini* taken on 10 March 2013. After download completed, the writer listened and watched simultaneously to the talk show for several times. After that, the writer transcribed the conversation recorded. In summary, the steps can be simplified as follows:

1. Preparing for the equipment such as modem and notebook.
2. Searching for episodes of Kick Andy talk show.
3. Downloading the videos of *Asa Nan Penuh Otak* and *Apa yang Keliru Dengan Negeri Ini*.
4. Listening and watching the videos simultaneously.
5. Transcribing the conversation.

### 3.4 Technique of Data Analysis

As soon as the data was completed, the writer identified and classified the utterances based on Kridalaksana (2007) theory of the standard Indonesian sentence patterns and Joos' (cited in Broderick, 1976) theory of language style. The next step, the writer identified the factors which influenced the use of certain style by using social factors and social dimension theory by Holmes (2008). After the data had been analyzed, the writer made interpretation of this result. Any particular data would also be provided to make the readers understand about the analysis clearly. After all, conclusion was drawn from the findings. In short, the steps of technique of data analysis are:

1. Identifying and classifying the utterances based on Kridalaksana (2007) theory of the standard Indonesian sentence patterns and Joos' (cited in Broderick, 1976) theory of language style.
2. Identifying the factors that influenced the uses of certain style by using social factors and social dimension theory by Holmes (2008).
3. Making interpretation.
4. Drawing conclusion.