

CHAPTER III

METHOD OF THE STUDY

This chapter describes the research approach, the location, population, sample, techniques of data collection, and techniques of data analysis.

3.1. Research Approach

In this study, the writer uses a survey research approach. The reason is that this approach can help the writer in collecting and analyzing the language attitude of Madurese sellers towards Madurese language, Javanese language or Indonesia language. Furthermore, as Klinger (1996) states, this approach is suitable for the study with big population, since the approach allows the researcher to study the data not from all the Madurese sellers, but only from the representative sample of the population, which is still considered accurate (Cited in Riduwan 2004:49).

In analyzing all the collected data, the writer uses descriptive method. This means that after all data are collected they are analyzed qualitatively. The results of the analysis would then be interpreted descriptively. The reason of using this descriptive analysis method is because the method is suitable with the aim of this study, which is to describe and analyze the language attitude of Madurese sellers towards Madurese language, Javanese language or Indonesia language.

The writer uses Fasold's mentalist theory in analyzing the language attitude of Madurese sellers towards the language used by their customers. That is why, in this research the writer focuses more on interview.

3.2. Location, Population and Sample

The location which is chosen by the writer to do her research is the south part of Surabaya, precisely Pasar Surya on Jl. Wonokromo Surabaya. The writer chooses Pasar Surya on Jl Wonokromo Surabaya because the market is easy to access and is one of the biggest traditional markets in Surabaya, where a lot of Madurese people have their stalls.

The population of this study is Madurese sellers in Pasar Surya Surabaya. The writer takes Madurese sellers in Surabaya as the respondents in this study because she wants to know about the language attitude of Madurese sellers towards Madurese language, Javanese language or Indonesia language. Besides that, she wants to know their way to survive their mother tongue towards other several languages.

This research uses purposive sampling uses the judgment of an expert in selecting cases, or selects with a specific purpose in mind (Newman, 1991: 203). It means that not all members of the population are taken in analyzing the data. The members of the population are categorized and a sample is taken based on certain criteria. The writer only selects 30 Madurese sellers as the representative of the population.

The criteria of the respondents are :

1. They are Madurese sellers.
2. They must sell their goods in the stalls.
3. They are born in Madura Island.
4. They must speak Madurese, as their mother tongue
5. Their age should be between 16 years old until 55 years old.
6. They must stay in Surabaya minimum for 1 year.

3.3. Technique of Data Collection

In collecting the data, firstly the writer does observation for a month in Pasar Surya. In the process of observing the data, the writer goes to Pasar Surya Surabaya to get the depiction about the object, situation and condition when Madurese seller and customers are doing their transactions. She stays in Pasar Surya from morning until afternoon. Sometimes she pretends to be a buyer and sometimes she just sits to know the situation. Observation is applied when the researcher needs to get naturalistic data. This method is used for behaviorist view of attitudes (Fasold, 152).

To collect more information the writer uses recording techniques while some processes of trading happen between the Madurese sellers and their customers. To add the data, the writer also takes note on some additional important data needed, for knowing better about the customers' backgrounds and other information needed to support the research.

Besides that, interview towards Madurese sellers has an important role in this study. Thus, the writer asks some questions and records the responses in written or tape-recorder forms as the respondents respond orally. In this method, the writer receives their responses towards the questions easily. Interviewing method has chances to guide the consideration, as the respondents tend to stray from the point (Fasold, 152).

The writer asks two students of English Department in Airlangga University to help her to take the picture of the situation. They speak Madurese well so that they understand Madurese sellers and buyers' conversation when it is done in Madurese language. The writer firstly do the observation, then she takes notes and records the conversation. To get in-depth data, the writer interviews some of the sellers.

In short the procedures to collect the data are:

1. Doing observation.
2. Taking a note and recording the data.
3. Interviewing some sellers and customers as the respondents of this study.

3.4. Technique of Data Analysis

Several procedures are required to analyze the data. First, the writer classifies the data, then she analyzes the data by using the theory of mentalists proposed by Fasold. Finally the writer interprets the result of the analysis.

In short, the steps of data analysis are:

1. Classifying the data.

2. Analyzing the data as well as the result of the interview qualitatively.
3. Interpreting the data qualitatively.