

## **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 procedure in collecting and analyzing the data. This chapter consists of research approach, data source, technique of data collection and technique of data analysis.

#### **3.1 Research approach**

In analyzing the data, the writer uses descriptive qualitative method which is appropriate with the aim of this study to analyze the types of speech act used by Mamah Dedeh in 'Mamah dan Aa Beraksi'. Much of the qualitative research focusing on talk and interaction in the field of aging has examined what people concretely do with words (Jaber, 1994, p.178). Jaber also stated that transcript of talk and interaction are as likely to take the form of field notes as they are scripted from audio or video tapings (Jaber, 1994, p.179). In this study, script as field notes will be identified and described based on the theory used. From that, The writer considers qualitative method is suitable to conduct this study because the writer describes the the script as a field of the study. The writer also describes detail setting during the talk show goes on. This method also helps the writer to identify and analyze the usage of speech act and the qualitative research however stresses on the subjective truth since qualitative research believe that there is implied meaning behind human's behavior as their reflection of their thought, feeling and perception (Burns, 2000, p.388). Beside, this method also helps the

writer identified and analyzed the usage of speech act and the function of speech act that occurred in a particular setting, namely 'Mamah dan Aa Beraksi'. The writer observes the phenomenon occurs in the natural setting.

### **3.2 Source of Data**

In this research, the source is video from YouTube, since it is one of the biggest websites that provide shared video freely. After downloaded the video, the data was saved in flash disc to be analyzed and identified based on types of speech acts.

### **3.3 Technique of Data Collection**

In collecting the data, the writer did several steps to collect the data. Firstly, first one was the writer watched 'Mamah dan Aa Beraksi' on TV in order to select which episode that will be analyzed. The writer chooses the topic based on the viewers of the video on Youtube, the more it was viewed mean the topic is more interesting. '*Langkah Harmonis Pasangan Suami Istri*' was viewed 20,996 times and '*Jujur Kunci Keberhasilan Rumah Tangga*' was viewed 12,101 times. After downloading the data, the writer watched and listened carefully the video for several times to transcribed the utterances which were produced by Mamah Dedeh.

In short, the steps in collecting the data are:

1. Watching TV to find out interesting topics
2. Downloading the data from [www.youtube.com](http://www.youtube.com)
3. Watching and listening to the video
4. Transcribing the data

### **3.4 Technique of Data Analysis**

In analyzing the data, the writer did several steps to analyze the data. The data was the script of preaching by Mamah Dedeh in 'Mamah dan Aa Beraksi'. First the writer identified the content in every utterance which contain speech act. Then the writer identified the utterances based on the speech act categories. After identified the utterances, the writer classified the data based on the type of speech act. Then the writer identified the meaning of the classified data based on speech act theory and the function of speech act. After that the writer made conclusion based on the data analyzed.

Describing the content in every scene which contain the speech act

1. Identifying the utterance that contains speech act
2. Classifying the data based on the types of speech act
3. Identifying the meaning of classified data
4. Making the interpretation based on the result shown
5. Making conclusion