CHAPTER III

METHODS OF THE STUDY

In doing the research, the writer applies the following methods of the study. The writer describes the methods of the study in four parts: research approach, participants of the study, technique of data collection, and technique of data analysis. Below are the details.

3.1 Research Approach

This research is a qualitative research which emphasizes on collecting and analyzing data in detail description. The end result is a thick and literal explanation of request strategy of speech act used by buyers and sellers at PGS. Based on Neuman (1997), a qualitative research tries to analyze a phenomenon with as little disruption of the natural setting as possible. It also involves fieldwork. It requires the researcher to physically go to the people, setting, or field in order to observe behavior in natural setting. Moreover, qualitative research is when data are in the form of words from documents, observations, transcripts.

The data are utterances among buyers and sellers. The population is all utterances among buyers and sellers at PGS during the bargaining process. Next, the sample of the data is excerpt of the conversation that talks about request. The data of this research were collected in a natural setting among buyers and sellers at PGS which were taken during the bargaining process. The conversation transcribed is limited to the talks that imply request strategy during the bargaining process. Because the setting of the study is done in the biggest wholesales market

in Surabaya which consists of many tribes who have their own dialects such as Javanese language, Madurish language and Mandarin appears during the conversation, so that the writer limits to the language used. The data that have been collected by the writer consists of some dialects such as Javanese language, Madurish language and Mandarin but in this study the writer only analyzed the data in requesting that occurred in Indonesia. Therefore this study focuces on Indonesian language in order to investigate request strategyes, but a few words in Javanese can be tolerated since the writer is a Javanese. Thus the writer could understand the words mentioned in Javanese

3.2 Participants of the Study

The participants of the study are buyers and sellers at 3 stores at PGS. Based on the writer's direct survey to the location of PGS, the writer concludes that there are basically top three kinds of stores that represent popular stores at PGS. There are store of bag, accessories, and clothes. Among many similar stores, the writer took only 3 stores; 1 bag store, 1 accessories store, and 1 clothes store. The writer took the data in different sub-stores but still in the same store category. Thus store that the writer took divided again into five different dialogues. The dialogue consisted of Buyer, Seller, Owner and Buyer. The number of them is different. It depended on the store itself. Every dialogue which occurred in every different store also has different participants. The stores chosen were based on the following criteria: size of store, variation of sold items and number of customer. The store should be big in a sense that it sells and displays many items as well as accommodates many people in it. Furthermore, the store should have various

styles of the same product. The third criterion requires the store to have many customers coming and bargaining in that store. So that it can be represent whole sellers at Pusat Grosir Surabaya. The sellers at the stores mentioned early join their customers or buyers in bargaining. Thus, the participants of the study are both buyers and sellers at those stores during their bargaining process.

3.3 Technique of Data Collection

In collecting the data, the writer needs tape recorder to record the conversation of the buyers and sellers during their bargaining. There are fifteen conversations recorded. For each store, there are five conversations data categorized on three kinds of store that the writer observed. They were bag, clothes, and accessories. In order to record the data, the writer does not get involve in the conversation, because it may distract the natural setting of buyers-sellers conversation. Instead, the writer is only there in order to record the conversation, without getting involved in it. The data were collected during 1 week, from 12 December 2011-18 December 2011 between 9 am – 1 pm. It was the prime time because most of buyers and seller are doing their activities. The conversation varies in the number of speakers. Some conversations include only two people; one is buyer, another one is seller. Some other conversations include more than two persons. After being recorded, the data taken from the conversation later on are transcribed into written form.

3.3. Technique of Data Analysis

After the writer collected the data in requesting from 12 December 2011-18 December 2011, the writer got fifteen conversations. Therefore, the writer would like to analyze the data in requesting by conducting several steps. First, the writer transcribed the conversation and underlined the conversation that contains requesting. Second, the writer classified the data in requesting based on request strategies theory proposed by Blum Kulka, House and Kasper (1989). The writer made classification to make it easier. Third, after classifying the data in requesting based on Blum Kulka, House and Kasper (1989), the writer analyzed by grouping them into three big groups based on the store, those are bag store, accessories store, and clothes store. After being in the right group, writer analyzed each excerpt containing request to decide types of request and sub request strategies that have been used in the conversation of bargaining. Fourth, after analyzing the data, the writer tabulates the data that contains request strategies used by buyers and sellers at *PGS*. In order to know the proportion of request and the request sub-strategies, the writer counts the number of request strategies that are used and the ones which are mostly used by buyers and sellers at *PGS*.

Data from stores

1. Proportion of request strategy

The proportion of request strategy is counted with this pattern:

$$\frac{\text{Number of specific request strategy performed}}{\text{Total number of all request strategy}} \text{ X } 100\%$$

2. Proportion of request sub-strategy

The proportion of request sub-strategy is counted with this pattern:

$$\frac{\text{Number of specific request sub-strategy performed}}{\text{Total number of all request sub-strategy}} \times 100\%$$

Fifth, the writer interpreted the data that containing request strategies and sub-request strategies used by buyers and seller at Pusat Grosir Surabaya. Sixth, the writer draws the conclusion based on the result of the proportions. The conclusion containing details result can be found in chapter IV.