

## **CHAPTER III**

### **METHOD OF THE STUDY**

This chapter consists of the methods the writer used in collecting the data. There are four parts of this chapter. First is the explanation on the approach of the study that writer used. Next is the description of the data collection, technique of data collection, and the data sources. The last part of the chapter is technique of data analysis.

#### **3.1 Research Approach**

In doing this study, the writer applied qualitative approach that is appropriate with the aim of this study, namely to analyze the politeness strategies used by the participants of *Hitam Putih* Talk Show. Qualitative method is a way of interpretative approach that focuses on understanding the meanings and relate to the phenomena (actions, decisions, beliefs, values, etc.) within people's social activities (Ritchie & Lewis, 2003, p.2).

By using this method, the data got in the form of words rather than numbers. This is in accordance with Bodgan's argument that the data collected in qualitative research is description of people, places and conversation and not easily handled by statistical procedures (Bodgan, 1992, p.2). Hence, the writer applied the theory of politeness strategies by Brown and Levinson since it is suitable to analyze the data.

#### **3.2 Source of Data**

*Hitam Putih* is one of famous talk shows in Indonesia hosted by Deddy Corbuzier. It is broadcasted five days in a week, every Monday to Friday at 18.30

PM at Trans7. Since the host is well-known as a magician, he turns his image into the real presenter who controls the program in this Talk Show. He got Master Degree of Psychology in Parapsychology, London. His educational background helps him a lot in reading one's character through his/ her face. This show is purposely presented as a mind reading. In this concept, the host asks several questions to make the guests unconsciously speak up about the rumor existed outside.

The sources of this study are all episodes in *Hitam Putih* Talk Show. However, the writer only took one episode in *Hitam Putih*, namely "A *Fantastic Couple*" episode. The data was taken since it required in the study. The criterion was that this episode discusses about fantastic couples in which the guests talk about their controversial life issue. The guests invited to talk in this episode were Dewi Persik and Nicky Tirta as they were popularly considered as a controversial couple because of their status. Dewi Persik is a single mother. She got married and divorced several times. She is also well-known as a celebrity who has a lot of boyfriends, while Nicky Tirta has never got married before. Therefore, their different background status makes their relationship controversial.

### **3.3 Techniques of Data Collection**

In collecting the data, the writer did some steps. First, the writer watched and observed *Hitam Putih* Talk Show in order to recognize what the show was. Second, the writer searched the video in You Tube. The writer downloaded the video of "A *Fantastic Couple*" episode in order to observe the episode more detailed. At last, the writer made a transcription of the dialogue in that episode.

In brief, the steps conducted in collecting the data are:

1. Searching out the episode in You Tube
2. Downloading the video.
3. Transcribing the utterances produced by the host and the guests of *Hitam Putih* Talk Show

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

In analyzing the data, the writer conducted some steps in order to analyze the collected data. The writer classified the data based on four kinds of politeness strategies described by Brown and Levinson (1987). Second, the writer analyzed the data based on politeness strategies and also identify the factors such as power (P), distance (D), ranking imposition (Rx) that influence the participants of the talk show for applying certain politeness strategies. Afterward, the writer made a general interpretation of politeness strategies found in *Hitam Putih* Talk Show. As a final step, the conclusion was drawn based on all of the findings.

In brief, the steps in analyzing the data are:

1. Classifying the data based on the politeness theory: bald on record, positive politeness, negative politeness and off record.
2. Finding the factors which influence the host in choosing certain politeness strategies in the interaction of Talk Show.
3. Making general interpretation of how politeness strategies are used by the host and the guests of *Hitam Putih* in that episode.
4. Drawing a conclusion