

CHAPTER 3

METHOD OF THE STUDY

3.1. Research Approach

Qualitative research is a method that the analysts can experience the real condition of the situation where the research takes place. The advantage of this method is that the research is relatively flexible, so that the interpretation of the data is based on the analyst personal perception toward the problem, since there is no standardized formula that is revealed. In qualitative research, the result of the data analysis is not preserved in the numeric calculation, like quantitative does, and it becomes the priority of this research.

According to van Maanen (in Hartin, 2004) said that qualitative research is “an umbrella term” covering a variety of interpretive methods that seek to describe, decode, translate, and otherwise come to terms with the meaning and naturally occurring phenomena in the social world. This research treats data as particular, continuous, and ambiguous; not discrete, replicable, and clearly defined. Moreover, the emphasis is on description, analysis, and explanation, more than control, measurement, and prediction (Fitch cited in Hartin, 2004). In terms of the evidence of research reports, narrative often replace numerical charts.

Because the aim of this study is to analyze figurative speech used by Aa’ Gym in *Kick Andy*, the writer used it in order to provide detail explanation about

what kinds of figurative speech used by him and how his figurative speech indicated.

3.2. Corpus and Sample

The corpus of this study is all the talk and utterances about Aa' Gym after his polygamy. The sample of the study is *Kick Andy* in episode "*Aa' Gym Menjawab*", aired on January 17, 2008 on the Metro TV. This talk show is considered very important because this is where Aa' Gym gives his version of the story concerning his decisions.

3.3. Technique of Data Collection

1. Recording the talk show

The writer recorded the conversation between Andy F. Noya, the host, and Aa' Gym started from the beginning until the end of the program. The duration was about 60 minutes.

2. Transcribing the talk show orthographically

After that, the writer transcribed the conversation. The writer used the orthographic transcription because the aim is just to determine the types of figurative speech used, not the turn or the situation of the talk show. The talk show was divided into five sessions. The first session was about the Aa' Gym experiences before he became the famous da'i. The second talked about his decision to do polygamy. The third talked about his brother who gave him inspiration to be more closed with ALLAH SWT. The fourth was

about his opinions about the condition of his company and another company surrounding his Islamic boarding. Finally, in the last sessions, it presented about Aa' Jimmy, a comedian who tried to act as if Aa' Gym.

3.4. Technique of Data Analysis

1. Presenting the data

The writer used the orthographic transcripts. Then, the writer gave numbers for each utterance that occurred in the talk show in order to make the analysis easily.

2. Analyzing the figurative speech that were used in the conversation

The writer would identify all the sentences and divided all the figurative speech into four kinds of figure of speech that is explained in the previous chapter.

3. Coding and interpreting the data

After all the figurative found, the writer coded the finding and interpreted the data, in what situation Aa' Gym used the metaphor, euphemism, repetition and simile.