

CHAPTER III

METHOD OF THE STUDY

3. 1. Research Approach

Dating game shows, like the bachelor, are television game shows that incorporate a dating system in the form of a game with clear rules.

In order to accomplish the objective of the study, the writer analyses the dialogue taken from analyses on one of the episodes (2 hour long) in the DVD of “Best of The Bachelor”. The writer also did observation of the interactions between the participants and the bachelor. For transcripts of the dialogue, the writer wrote down the dialogue from DVD of “Best of The Bachelor”. For observation, the writer observed the DVD of “Best of The Bachelor” to analyze the problem with the situational context. Thus, she analyses the use of conversation from the ‘naturally occurring’ interaction.

To analyze the data the writer applies Conversational Strategies which is stated by Jennifer Coates in her book *Women, Men, and Language* such as minimal response, questions, hedges, compliment, command and directive, and interruption.

The writer believes that by classifying the meaning and differences of conversational strategies before analyzing the interaction both verbal and non-verbal during the show, it would be easier to understand the pattern of interactions by the speakers during the show.

In this study, the writer applied qualitative approach. It is appropriate with the aim of this study, which is to analyze the conversational strategies used by the contestants and the bachelor, and also the insecurity showed by the contestants (women) in *The Bachelor Reality Show*. Bogdan (1975) stated that qualitative method is a research procedure which produces descriptive data in a form of written and or spoken words from people and behavior which can be observed. Qualitative approach is a research mode that emphasizes on description, induction, grounded theory, and the study of people's understanding. According to Sumadi Suryabrata descriptive research that is intended to make description about situations or events (1989). Descriptive research is intended to make description about facts and characteristics of certain population systematically, factual, and accurately.

3. 2. Population and Sample

1. The Bachelor Reality Show

The Bachelor is a reality television dating game show follow a contestant choosing the hand of a group of suitors. Over the course of either a single episode or an entire season, suitors are eliminated until only the contestant and the final suitor remains first appearance in 2002. This United States show airs on the ABC network. The series has been renewed through fall 2007. Chris Harrison has hosted all of the show's seasons. It features a wealthy bachelor wooed by 25 women. The bachelor narrows down the 25 and eventually selects one. The show includes series of group dates until there are few remaining

women, and then they go on individual dates with the bachelor, and finally overnight dates and meetings with the bachelor and bachelorettes' families.

2. Alex Michel as the Bachelor

The bachelor, Alex Michel, is a good-looking, successful, and funny man. Alex has a wonderful family which always supports him, he is also well-educated. He is pictured of a successful young man and he is every girl's dream. In the bachelor, he tries to find his soulmate in unusual way. Alex is pleasant man; he can make relationship with the entire girl in this show. He can also make women comfortable with him.

3. The Contestants

The contestants are 25 women who are also looking for love; they come from many states in the US and from many kind of occupation. They come to looking for the soul mate and the hope for wonderful future with the right guy.

The contestants lived in the same house together. They spent night by night until some of them have left that house because of being eliminated. Many competitions between the contestants showed through their conversation or their body language.

As final point, the analysis based on the transcript of the interaction between the Bachelor and the contestants in The Bachelor (season 1) reality show.

3.3. Technique of Data Collection

In collecting of the data, the writer did some steps. The first one is watching the Bachelor Reality show. During the watching of the reality show, the

writer makes notes of the setting where the conversations were hold. Then, the writer made an orthographic transcription of the data. In short, the steps in collecting the data are:

1. Watching the Bachelor Reality Show and making notes.
2. Making transcription of the data.
3. Coding the data using the categories of minimal response, question, hedges, compliment, command and directive, and interruption.

3. 4. Technique of Data Analysis

In analyzing the data, the writer did the following steps. First, the writer made some classifications. The writer finds all the conversation strategies used by the contestants and the bachelor. The writer puts the findings in tables in order to know the aspect of conversational strategies which mostly occur. Then the writer analyzed the functions of the conversational strategies occur in the data. From analyzing the functions of the conversation strategies that occur in the data the write finds insecurity showed by the contestants or female speakers. Finally, the writer made a conclusion why do the contestants show insecurity in their speech. In short, the steps in analyzing the data are:

1. Categorizing the conversation strategies in the data
2. Finding conversational strategies which mostly occur in the data
3. Interpreting the functions of the conversation strategies
4. Analyzing features of women's insecurity as occur in the data
5. Making conclusion