

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

This study uses a qualitative approach to analyze the data that went on a particular situation or setting, and then described the finding as to answer the writer's question. According to Taylor and Bogdan (in Suyanto and Sutinah, 2005), qualitative approach is a research which produces descriptive data about spoken or written words and observable behavior of the participants. By using this method, the writer hopes will have in depth analysis by using natural setting as stated by Punch (1998) that in naturalistic research, unlike other approaches, the social world is studied as far as possible in its natural state, undisturbed by the researcher. Furthermore, Punch (1998) also stated that a case study therefore is a strategy used by qualitative researchers to investigate and understand the case in depth in its natural setting, recognizing its complexity and context. Therefore, the writer uses qualitative method as the most suitable approach to the research in order to analyze the case study.

3.2 Participants of the Study

As this study is a case study, the number of participants chosen is limited. Here, the participant of this research is one network marketing distributor. This networker is selected randomly but conform several parameters. First, the participant is acquainted with the researcher, or the participant is the researcher's

junior (class of 2009) in the faculty. Secondly, the participant is a person who has already joined this business since entering the university (2009) or almost 3 years experience in the business system. Moreover, he is considered to be eligible or skilled enough in the business.

In this study the participant is Reza, a 21 year old man who already became an Amway's distributor. Since every distributor of Amway is trained by the company, he is trained enough to represent his company as a networker in order to persuade its prospects.

3.3 Technique of Data Collection

In this study, the writer collects the data by recording the utterances occurred during conversations performed by a networker and a prospect during the networker's presentation process.

The writer acts as a prospect, and then randomly select a friend who is already a networker, who will likely be interested in having a presentation to the writer.

The process of the recording during the conversation is unnoticed by the networkers in order to conserve the natural situation happens in the conversation.

After recording, the writer listens to the recorded material and transcribes the conversation, and then analyzes the data based on the theory of Brown and Levinson's positive or negative politeness.

3.4 Technique of Data Analysis

In analyzing the data, the writer did some steps, which can be briefly mentioned as follows; firstly, sorting the transcription of the conversation by the occurrence of politeness strategies. Secondly, creating a table of utterances which contain politeness strategies. Thirdly, classifying the utterances in the table based on the theory of politeness strategies proposed by Brown and Levinson (1987). Fourth, counting the number of occurrences of each politeness strategy. Fifth, analyzing the data and giving samples for each type of strategy. Sixth, interpreting the data based on the politeness strategies theory. And the last step is conclusion.