

Chapter III

Research Method

III.1 Research Approach

This research uses a qualitative approach based on taking the data by doing a fieldnotes. It is important for the writer to take a fieldnotes in order to have a complete information while record the data, such as time, date, location, and even a detail information of the participants. Qualitative research are concerned with opinions, feelings and experience (Harrison, MacGibbon, & Morton, 2001, p. 325). The data is usually encounter as a direct interview or observation. It also describes social phenomena as it occur naturally without attempt to manipulate the situation. According to Sherman and Webb (1988), qualitative approach implies a direct concern with experience as it is 'lived' or 'felt' or 'undergone'. Qualitative research, then, has the aim of understanding experience as nearly as possible as its participants feel it or live it. Hence, qualitative research will take place in the natural setting and involve the interactive and humanistic. The writer take the data in Surabaya Tourism Information Centre (TIC) as her work place. To conduct the research, the writer should take samples for the analysis. The writer had to do an observation by taking some important notes based on the behaviour and activities of the individuals, that is the visitors and the staff as the participants.

III.2 Participants of The Study

Participants of the study are important in qualitative method. In this study analysis, the participants are the staffs of Surabaya TIC and the visitor who come to Surabaya TIC, as the object of analysis in Politeness strategies. In this case study, the staff of TIC have a conversation directly with the visitor from different language and culture with using English as a foreign language and local visitor. The writer chooses four visitors from Hongkong, Belgium, Colombia, and Japan. The reasons of choosing those visitors are because they are using English as their second language or foreign language and during the particular period of taking the data from October 2014 until January 2015, the writer cannot find the other participants to be recorded and analysed.

III.3 Technique of Data Collection

The next step is collect the data after choosing the participants. The writer collect the data for three months, start on September to November 2014 in Surabaya TIC from the conversation between the staff and the visitors by recording the conversation. The writer asks permission first to the institution and the staff for taking the data. Then, the writer starts to take the data in TIC. A data can be taken from voice recorded or video recorded of conversation between the staff and the visitors. A data itself is the sample of conversation which is for analyzing the politeness strategies. The writer used cellphone camera and voice recorder application to support on taking the data which carried by the staff. The staff had been told in advance by the writer to take the data along the

conversation between the staff and the visitor. During the process of collect the data, it should be in the natural setting, it means when the data is recorded without the participants, or the visitor knows. Afterwards, the writer may reveal what has been done after the period of recording the data to the visitor has finished. There are some steps in collecting the data :

1. Doing observation and fix the schedule of research on Surabaya TIC.
2. Asking permission to the institution for conduct a research.
3. Recording the conversation between the staff and the visitor.
4. Transcribing the data which is formed as a sample conversation.

III.4 Technique of Data Analysis

The technique data analysis of qualitative approach leads the writer to obtain the data analysis. As this research has got all the sample of conversation, such as recorded voice or video recorded, the writer transcribed the data to analyze it. Then, the writer begins the coding process to generate the related issue for analysis. The writer certainly have the data to analyze based on Politeness Strategies (Positive politeness, negative politeness, bald on-record, and off record). They are :

1. Determining the data of analysis
2. Classifying the data that using strategies of politeness.
3. Analysing what kinds of politeness strategies used by the staff and factors that influence the staff to use politeness strategies in conversation.
4. Drawing conclusion to the result of the analysis.