

CHAPTER III

RESEARCH METHOD

3.1 Research Approach

The writer conducts the study of apology strategies in the pragmatic field. The writer uses descriptive qualitative method in conducting this study. Walliman, in *Social Research Method* (2006, p.129) states, “Qualitative research does not involve counting and dealing with numbers but is based more on information expressed words – descriptions, accounts, opinions, feelings, etc.” He says that interpretation is the characteristic of qualitative approach. It has purposes to achieve the understanding of intended meanings according to the context in the data. Furthermore, qualitative research also discusses social reality and cultural meaning that occur in the conversation of the society. Qualitative research explains about the social life, culture, and events and so on that lives in the society. Qualitative, as the name indicates, is a method that does not involve measurement or statistics. Participants of observations often require months or years of intensive work because the researcher needs to become accepted as a natural part of the culture in order to assure that the observations are of the natural phenomenon.

In this study, the writer chooses descriptive qualitative method because in analyzing the apology strategies firstly the writer collected the data by recording; secondly transcribed the data, and then the writer analyzing the data based on apology

strategies theory proposed by Trosborg (1987). After that, the writer tries to interpret the data in apologizing. Burns (2000, p.88) states that qualitative researcher believes that there is something behind human's behavior like their thought, feelings, and perception. Therefore, the writer tries to find out what is behind the utterances or the act of participants by interpreting the data by using descriptive qualitative method.

3.2 Population and Sample

The writer took the data at Telkomsel Grapari Surabaya which is located at Jl. HR Muhammad 46 Surabaya. The location is chosen since there is a close relation between the writer and one of those customer service officers of Telkomsel. The relation is believed will make easier the writer in order to get the data.

The population of this study is the customer services officers of Telkomsel. They are chosen since Telkomsel is considered as the biggest and most used provider in Indonesia. In this case, the writer used 7 customer services officers who are consisted of 3 females and 4 males. They have the same age around 22 years old and are the Diploma graduated as their educational background. Those seven customer services officers are actually all the customer services had by the Telkomsel in that office. They all are used by the writer in order to complete the data and get the maximum result.

3.3 Technique of data collection

In collecting the data the writer used tape recorder to record the conversation. Firstly, the writer put the tape recorder on the customer service officers' desk. In this matter, the writer also observes the attitude of the participants when they deliver their conversation within certain situation. The data were taken from 1-26 June 2013.

The conversation occurred in the Grapari Telkomsel Jl. HR Muhammad 46 Surabaya. Secondly, the customer service officers recording the conversation while the writer observing and listening to the conversation that occurred among customers and customer service officers. The conversation occurred at 10 am - 3 pm. The conversation occurs between customers and customer service officers in Telkomsel. There are thirty five conversations that have been recorded by the writer.

3.4 Technique of data analysis

After the writer collecting the data of apologizing from 1-26 June 2013, the writer got thirty five conversations. Therefore, the writer would like to analyze the data in apologizing by conducting several steps. First, the writer transcribing the conversation and underline the conversations that contain apologizing. Second, the writer classifying the data in apologizing based on apology strategies theory proposed by Trosborg (1995).

Thirdly, after classifying the data in apologizing by using Trosborg's theory (1995) the writer interpreting the data in apologizing. Fourth, after interpreting the data in apologizing based on Trosborg's theory (1995) the writer tabulating the data that contain apology strategies used by customer service officers in Telkomsel. Fifth, the writer counts the number of apology strategies that are used and the ones which mostly used by customer service officers of Telkomsel.