

CHAPTER III

METHOD OF THE STUDY

This chapter discusses about the methodology that the writer used in this study. The writer will explain about the general procedure in collecting and analyzing the data. This chapter is divided into four parts: the Research Approach, Source of Data, Technique of data Collection and the Technique of data Analysis.

3.1 Research Approach

In this study, the writer conducted a descriptive qualitative research. The writer used descriptive qualitative method to analyze the data and to describe more holistic picture that occur in particular situation or setting. The data are natural data, and the analysis relies more on words than numbers. The findings of this research were reported in the form of statement. Moreover, the data were taken from live and unedited talk shows, so they occur in natural setting. The characteristics of qualitative method are intensive, careful recording of what happens in the setting; analytic reflection on the documentary records obtained and reporting the result by means of detailed description interpretative commentary (Stainback, 1988). The writer considered qualitative method is suitable to be applied in this study because the writer investigated the use of adjacency pairs in detail, not only in the form of number but also in the form of words. This method also helped the writer in explaining the commentary result of this study.

3.2 Source of Data

This study aims to find out the usage of the adjacency pairs in institutional setting, particularly in Talk Show. The source of the data for this research is *Mata Najwa* talk show. Then, the writer chose two episodes from talk show. The writer chose both episodes as the data because they have the most viewer in Youtube; it means the episodes are favorite. The episodes or the topics of these data are:

1. Mata Najwa: *Mereka dipilih rakyat* broadcasted on October 15th, 2014. This topic tells the great leader who chosen by society. The guests in this episode are Tri Rismaharini, David Bobihoe Akib and Mardani Maming.
2. Mata Najwa: *Jokowi pilih menteri* broadcasted on October 22nd, 2014. This topic discusses about formation of cabinet Indonesia Hebat. The guest are Jusuf Kalla, Romahurmuziy, Yudi Krisnandi, Eva Kusuma Sundari and Yunarto Wijaya.

In a qualitative method, the main focus of corpus lies on detailed description of the phenomena under consideration. The corpus data in this study are the utterances of all characters in those topics above that contain adjacency pairs of action sequences as samplings. Therefore, the host of the talk show became the source of data for first pair part who produce the sequence, and all guests of that talk show became the source of data for the second pair parts who responde the sequences. The writer took the transcription from the video that she download from Youtube. The transcription of the talk show and paralinguistic clues such as gesture and pause were used to help the writer analyze the data. Total duration of each episode is about 60 minutes.

3.3 Technique of Data Collection

In collecting the data, firstly the writer began by browsing the internet to observe the episodes of *Mata Najwa* that have the most viewer. The writer identified the video posted in July to October 2014 to limit the data. Then, the writer downloaded the video. After that, she watched the video that she had previously downloaded and transferred spoken data into the transcription based on the video. After the data were complete, they were transcribed into a written form. The data in this research are all utterances from the host and the guest that contain the adjacency pairs of initiating acts and responding acts.

Briefly , the procedures in collecting the data are:

1. Searching *Mata Najwa* talk show that have the most viewer;
2. Downloading the video;
3. Watching and transcribing the video into a written form;
4. Grouping the transription based on their types of adjacency pairs;

3.4 Technique of Data Analysis

After collecting and selecting the data, the writer determined some steps to analyze the data. First, the writer focused on the selected data and read the transcription several times to identify phrase by phrase, sentence by sentence. Second, the writer classified the data into three categories, that are action sequences produced by the host as first pair part and responding produced by the guests as second pair part based on Schegloff's theory (2007). Third, the writer made a list of action sequence. Afterward, the writer counted the number of occurrence of each type. Finally, the writer described the use of adjacency pairs in *Mata Najwa*.

In short, the procedures of the data analysis are as follows.

1. Reading the transcription
2. Identifying and classifying the transcription
3. Listing the type of action sequences
4. Counting the number of occurrence of each type of action sequence
5. Described the use action sequences of in *Mata Najwa*.