

CHAPTER III

METHOD OF THE STUDY

3.1 Approach of the study

In this study, the writer intended to use qualitative approach in analyzing the data. Through this approach, the writer explored the data obtained to create detail analysis. Qualitative approach is indicated with detail analysis and description as Trochim (2006) stated, "It describes, either explicitly or implicitly, the purpose of the qualitative research, the role of the writer(s), the stages of research, and the method of data analysis". In this case, the writer would explore greatly the ways of how H. Anas delivers his sermons. In addition, this study can be considered as a case study which needs detail information of particular investigated object study (Becker et.al, 2005). The result of the analysis can not be applied to other studies but the writer suggested that the method of both collecting and analyzing the data of this study can be used to conduct other similar studies.

3.2 Participants

There are two participants in this study including the speaker of the sermon or the clergy and the audiences. Choosing the speaker of the sermons as the participant was considered from the result of pre-observation. Its result shows that there are some clergymen who deliver the sermon at Masjid Agung Sunan Ampel and most of them use Javanese as language to deliver their sermons.

Considering the difficulties and time effectiveness in transcribing and analyzing the data, the writer decided to choose Indonesian sermon rather than Javanese one. Actually, there are two clergymen who use Indonesian as language to deliver the sermons. However, considering the contact-easiness with the speaker, the writer decided to choose H. Anas as the participant of this study.

First participant of this study is H. Anas Abdul Mu'in as the speaker who delivers the sermons. He is 67 years old. His language repertoire consists of Indonesian, Javanese, and Arabic as language use in his Islamic school, 'pondok pesantren'. He uses Indonesian as language to deliver the sermons. As the result from an interviewing with him, he assumes that his sermons will not be understood by his audiences if he uses Javanese one. His experience of giving sermons in the research object for 5-6 years makes him realize that not all of audiences master Javanese. Some of them come from outside Java. Most of them come to Masjid Agung Sunan Ampel only for doing pilgrimage. He supposes that it is better to deliver sermons using Indonesian as National language, not the vernacular one.

Another participant is the audiences. The result of data questionnaire show that they are various. They come from different background, whether it is from the aspect of age, education background, domicile, and other aspects. Audiences are various from young to old one, so are their education background. Most of them have graduated from Senior High School but there are also many audiences coming from low educational background. Moreover, the audiences are not only

persons who have ever studied in Islamic School but also persons who have never studied in it.

In addition, the data also show clearly that the audiences are not only persons who live in Surabaya but also persons who come from outside Surabaya such as Madura, Banjarmasin, and other regions. It influences their language repertoire as well as their ability to master vernacular language. Fortunately, the speaker uses Indonesian as delivered language so the sermons can be understood easily. Moreover, the data also show that most audiences understand sermons using Indonesian more clearly. Their reason is that Indonesian is a National language which all of them master it so that sermons can be understood easily.

3.3 Corpus

This study actually intended to analyze the strategies of speech accommodation used in delivering sermons. Actually there was no conversation between the speaker and his audiences when delivering sermons . When listening sermons, audiences intend to be passive listener so it is difficult to compare the speaker's and audiences' speech. There is no feedback from audiences about what the speaker tells. It could not be analyzed the speech within the sermons which becomes the basic analysis in speech accommodation theory. Holmes (1997) stated that actually study of speech accommodation analyzes the shifting speech of a speaker to his interlocutor within conversation. It was impossible to analyze the speech showing speech accommodation used within the sermons instead of its

strategies. Indeed, this study was intended to analyze strategies of speech accommodation used in delivering sermons.

The corpus of this study is the transcriptions of the sermons which are used to analyze the strategies used by the speaker in accommodating his speech. In this study, the writer took 3 sermons to obtain the data of what kind of strategies used by the speaker. The duration of every sermon was about 30 minute until an hour. First record was conducted on June 16th 2010, second was on October 6th 2010, and third was on October 13th 2010. Considering the duration of each sermon which was long enough and it would be taken much long time to transcribe and to analyze the data, the writer only recorded three sermons.

3.4 Technique of data collection

In this study, the writer used interview, observation, giving questionnaire and recording sermons as the techniques to provide the data. Conducting interview, distributing questionnaire and observation actually were done to provide the information of the participants and the condition of the sermons. While the technique to obtain the data was recording the sermons so that from its transcriptions it could be analyzed the strategies used by the speaker in delivering the sermons.

The information which must be obtained when conducting interview to the speaker include his age, experience (how long they preach), background of his

education, his language repertoire, his daily language, and other data related to the aspects in delivering sermons. Conducting interview was done after recording three sermons, in a reason that his speech would go on naturally if he did not know that his speech was being observed. When conducting interview the writer could not record it because the recorder was low-bat. Again, because of time limitation of conducting interview, the writer only asked the most important questions. Actually, the speaker had little time to be interviewed. He is very busy to deliver sermons every day, so it is very difficult for the writer to contact him. Second, the data which must be obtained while doing observation include the way of how the speaker accommodates his speech when preaching is, such as the use of stress/repetition sentence, the words choice, and other possible techniques to make the sermons easy to be understood.

Distributing questionnaire to 30 audiences was done to know the educational background and their language repertoire. 30 sample size is determined by the condition that if the population is about 100, the sample size should be 30 (Newman, 2001). Considering the population of the audiences is about 100 so the writer decided to distribute 30 questionnaire to the audiences.

Recording the sermon was done by audio recor instead of video record. The reason is that it was difficult to create natural condition of the sermons when the speaker knew and paid attention to what actually the writer was doing to observe him. To get the data naturally, it was better to use audio recorder. Aiming to provide the data naturally, while doing recording the writer attempted to be part of his audiences.

3.5 Technique of data analysis

The technique of data analysis in this research is descriptive analysis, involving the transcription and the result of interview and distributing questionnaire. The analysis of the data itself includes:

- a. Classifying the ways or strategies used in delivering sermons into the basic forms of speech accommodation through speech convergence and speech divergence
- b. Analyzing the extraneous variables from the result of data questionnaire and interview, involving social education background of both the speaker and his audiences which can influence the speaker in accommodating the sermons
- c. Analyzing the relations between the extraneous variables and the way of how the speaker shifts his speech in which one can be influenced by another
- d. Giving conclusion

CHAPTER IV

RESULT AND DISCUSSION

