

CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

This study applies descriptive qualitative approach. It is appropriate for the aim of this study, which is to analyze the speech acts used by Mario Teguh in *Mario Teguh Golden Ways*. According to Bogdan and Taylor (in Moleong, 2011), qualitative method is a research procedure which observes the data in a form of written and/or spoken words people and also includes their behavior. Qualitative approach is a research mode that emphasizes on description, induction, grounded theory, and the study of people's understanding. In addition, Merriam (1999) stated that qualitative approach is intended to make description about situations or events. This study is intended to make description about the speech acts used by Mario Teguh in his show *Mario Teguh Golden Ways*. Therefore, it is appropriate to apply descriptive-qualitative approach in analyzing the data.

This study, however, does not belong to a case study, since there is no direct interview and test conducted towards the field (Assertions) and participants involved. The information gathered in this study functions to provide more insights towards the problems related to the talk show's topics. Thus, there will be a thorough comprehension about the topics being discussed in *Mario Teguh* show entitled "Bebas Karena Memaafkan."

3.2. Population and Sample

Mario Teguh Golden Ways show is one of the famous motivation show programs in Indonesia aired on Metro TV. It is broadcasted since 3rd August 2008 every Sunday at 7 p.m. This 1st show involved 300 audiences in the studio (<http://www.mtsuperclub.com>). Metro TV is a private television station in Indonesia that is popular in presenting quality programs aiming to educate the audience as well as the broad audience, instead of merely selling dreams and bombastic stuffs by exposing and exploiting people's sufferings.

Even if it is only one hour duration, and most of which presents the appearance of Mario Teguh himself and hosted by a famous MC in Indonesia, Uli Herdinansyah (replacing the former host, Choky Sitohang) and supported by musical interlude (singer or band), yet this program is categorized as a program favored by many audience.

The format of the program is begun by the host's welcoming speech for Mario Teguh as the speaker to begin the show, then followed by the questions asked by the audience in the studio. As a whole, the format of *Mario Teguh Golden Ways* (MTGW) consists of five parts (based on the commercial breaks as the intervals):

- 1st Session : Mario Teguh begins his show by greeting the audience using his popular tagline "*Saudara-saudaraku yang super, apa kabar?*" ("Super ladies and gentlemen, how are you doing?"). He mentions his topics and explains about the selected topics supported by mock-ups/visual-aid in the forms of

figures or words. He emphasizes his statements by drawing figures related to his topics and utterances, and writes several points that he considers important.

- **2nd Session** : Uli Herdiansyah as the Host proposes questions related to the topics of the show to Mario Teguh. The answers will be the material for further explanation. The way Mario Teguh addresses his talk in this session is similar with the 1st session, which is by using visual aids, drawing comical figures, and emphasis on important points. In this session, the audiences are allowed to ask questions and will be answered directly/right away by Mario Teguh with his unique/peculiar statement (trans.) “What tagline is popular now?”. In the end of this session, Uli asks multiple-choice questions to the audience, and the audience will answer it by using certain device and chose a, b or c, and the result of the polling will be shown in the 3rd session after the commercial breaks.
- **3rd Session** : This sessions is used to discuss the answers chosen by the audience. Mario Teguh will question the reasons why the audience answers a, b, or c. Every choice of the audience will be given explanations related with it. Further, Mario Teguh explains the best choice of all that he considers the most appropriate to choose among the available choices.
- **The 4th Session** : This segment is similar with the 2nd session, in which Uli as the Host proposes related questions to Mario Teguh. Mario’s answers will be the material for further explanation/discussion. The way Mario Teguh addresses his speech is not different than in the 1st session (by using visual aids, drawing figures, etc). The audience will be given chance to ask questions and

Mario Teguh answers and explains it thoroughly by using his peculiar manner and statements, added with some humor.

- **The 5th Session** : The host will encourage the audience to ask more questions to begin the more thorough discussion that will be explained in long, complete statements by Mario Teguh. In this session, the audiences are also again given chance to ask questions. Mario Teguh explains his answer. In the end of the show, Mario Teguh draws a conclusion of all the things he discusses previously from the 1st-5th session and emphasizes important points.

Other than population and sample as mentioned above, the scope and limitation of this study is necessary. This study scopes speech acts theory by Searle that covers illocutionary acts. Thus it scopes only linguistic aspect of the show, not the psychology aspect (motivation). However, this study is limited only in *Mario Teguh Golden Ways* in episode “Bebas Karena Memaafkan”. Thus, the result cannot be generalized to other motivation-based talk show.

In *Mario Teguh Golden Ways*, the episode of “*Bebas karena Memaafkan*”, the participants are noted as follows:

1. Uli Herdinansyah as the Host of *Mario Teguh Golden Ways*
2. Mario Teguh, the speaker and the motivator
3. The audience

The following is a brief description on the main participant, Mario Teguh as the Speaker and motivator of *Mario Teguh Golden Ways* whose speech acts become the main topic of discussion.

Mario Teguh was born on March 5, 1956 in Makasar. He obtained Bachelor of Education from the Institute of Teacher Training and Education (Teachers' Training College) in Malang. Before having his own motivation-based TV show, he hosted *Business Art* on O'Channel. Long before that, he had been active working in Indonesian banking system, such as in Citibank Indonesia (1983 – 1986) as Head of Sales, BSB Bank (1986 – 1989) as Manager Business Development, Aspac Bank (1990 – 1994) as Vice President Marketing & Organization Development, Exnal Corp Jakarta (1994 – present) as CEO, Senior Consultant specialized as Business Effectiveness Consultant.

After having a famous motivation show, he also formed komunitas Mario Teguh Super Club (MTSC). In 2010, again he won an award from the Indonesian Museum of Records, MURI, as Motivator with largest fanbase in world. In early 2010, he was selected as one of the 8 figures Changes in 2009 version of the *Republika* newspaper published in Jakarta.

3.3. Technique of Data Collection

In collecting the data, this study follows some steps to collect the data. First, by watching *Mario Teguh Golden Ways* show in order to recognize what this show was up to, then followed by searching the video of the chosen episode

(Bebas karena Memaafkan Episode) in YouTube (YouTube, 2012), one of the servers on the worldwide web which provides many kinds of free videos, followed by downloading the video. The video was watched several times in order to observe it more detail. This study also requires transcribing the dialogue from that episode after watching it, and checking the validity verbatim based on the video by re-writing and editing the transcript.

In short, the steps in collecting data are:

1. Watching Metro TV in order to decide *Mario Teguh Golden Ways* episode that caught many people's attention
2. Seeking out the chosen episode in YouTube
3. Downloading the data
4. Watching the video of the show
5. Transcribing the video orthographically, hence using Bahasa Indonesia because the recording is using Bahasa Indonesia
5. Checking the transcript's validity and editing it

3.4 Technique of data Analysis

After collecting the data, the data analysis is done qualitatively. In a qualitative research, the data analysis is done by describing certain data under a study into details. Thus, the analysis does not involve any statistical analysis or numbers counting. For this reason, the data are classified into several groups based on the order of occurrence by considering the context.

The categorization of the data is done by classifying the data by sorting them based on the theory of assertion.

Having classifying the data, the next step is interpreting the data. This interpretation is not only based on the speech acts theory, but also expects the writer's analytical skills to find out deeper meaning of the data findings. Thus, the interpretation is done to conclude the findings. In short, the steps in collecting the data are:

- 1. Classifying the data based on the speech acts**
- 2. Analyzing the classified data**
- 3. Interpreting the data**
- 4. Making conclusion**

CHAPTER 4 DISCUSSION