

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

In this study, the writer uses qualitative approach to find out the data and information. This study is conducted by qualitative approach because the data is made by the writer by relying on Holmes theories (2008) without concerning statistical data which are related to quantitative study. Mason (2002) states that, "Through qualitative research we can explore a wide array of dimensions of the social world, including the texture and weave of everyday life, the understandings, experiences and imaginings, of our research participants, the way that social processes, institutions, discourses or relationships work, and the significance of the meanings that they generate" (p.1). So that the data collected were processed, interpreted, and analyzed by non-statistical way. The writer used audio-recorded to get the data of the talk show "Guide to Good English".

Since the study uses qualitative method, the writer has to equipped herself with knowledge of speech function to give the best description what the speech functions of "Guide to Good English" talk show announcers are and what speech function mostly used in their program is. There are three aspect regarded as guidelines for the writer to conduct the study of speech function used on radio talk show. First, the writer's observation role is to get holistic meaning of the context (Miles and Huberman, 1994). Second, the writer used real situation in this study instead of formal situation that is usually set. It functions as the reflection of

everyday life of individual in a group, societies or in an organization. Third, the theory proposed by expert researcher is used as an important guideline in the study.

3.2 Corpus and Sample

In this study, the corpus is the “Guide to Good English” program on Hard Rock FM Surabaya and the sample is three episodes of conversation performed by the announcers on November 2011. The writer recorded three episodes of “Guide to Good English” program Hard Rock FM Surabaya. The three episodes were announced on 3rd, 10th, 17th November 2011 at 8 a.m to 9 a.m.

The talk show is divided into four segments; between the segments they played the songs. Actually, the whole topic in every single day is about one topic. This talk show organized by U.S Embassy, Wall Street Institute and Hard Rock FM. There are four announcers, two from Hard Rock FM and the other two is native speaker.

In this study, the writer limits the conversation between the announcers. It is because the program not included the listener directly. The writer wants to know how announcers use speech functions in their speech. The writer chose this program because the writer wants to study how speech function can effects the whole conversation in informal way.

3.3 Technique of Data Collections

There were some steps done by the writer to get the data such as:

1. Searching some information about “Guide to Good English” talk show program.
2. Recording the program “Guide to Good English” by using the original record.
3. Making transcription of the data, there were three transcriptions of three episodes “Guide to Good English” talk show program, Hard Rock FM Surabaya.

The writer did not found any significant problem in collecting her data. In recording the data, the writer conducted audio recording because her focus was only the voice. The voice of the participants were heard enough when they did the conversation in the talk show.

3.4 Technique of Data Analysis

After collecting the data, the writer analyzed the data using speech function theory by Holmes (2008). The data was classified based on the types of speech function, social factors, and social dimensions. The writer also added a short explanation of each data to make the reader understand the topic which is talked about in the “Guide to Good English” talk show program. Data analysis is the process of systematically searching and arranging accumulated data, gathering, and developing understanding and drawing generalization to present what have been discovered (Borg and Gall, 1989). The next step, the writer made

a general interpretation about the data. Therefore, all the data obtained through recording was analyzed by using descriptive analysis. Finally, the writer made a conclusion from the findings.

In short, the procedures of the data analysis are by:

1. Finding out the speech function from the data.
2. Classifying the features of the speech function in the conversations between announcers in “Guide to Good English” program.
3. Analyzing the features of speech function strategies that are mostly found in “Guide to Good English” program using Holmes’ theory (2008).
4. Making interpretation of the data.
5. Concluding the finding.

CHAPTER IV FINDINGS AND DISCUSSION