

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

In studying the speech convergence features used by a Madurese seller towards the Javanese buyers, the writer used qualitative approach. There are several characteristics of this study which match qualitative approach. Firstly, the method of data collection in this study uses direct observation. Secondly, the analysis of this study is in the form of description which is commonly used in qualitative study. Furthermore, the results of this study cannot be generalized into a population.

One of the most common methods for data collection in qualitative study is direct observation (Powell and Steele, 1996). The main advantage of direct observation is that an event, institution, facility, or process can be studied in its natural setting, thereby providing a richer understanding of the subject (USAID, 1996). In direct observation, the observer is not required to make any interaction with the participants of the study (Powell and Steele, 1996). It means that the observer can be an outsider in direct observation. In the conversation data of this study there is also no interaction between the observer and the participants of the study. In addition, it is really important to do recording in direct observation (Powell and Steele, 1996). Regarding to the importance of recording in direct observation, the writer also used a recording device to avoid data loss.

Furthermore, this study also attempts to give deep description about the use of speech convergence features and the motives of using those features by the Madurese seller towards the Javanese buyers. Description is one of the main characteristics of qualitative analysis (Creswell, 2002). Moreover, it aims to answer the “how” and “what” questions; the most common types of questions in qualitative study (Creswell, 2002). In this study, the writer also tries to answer the ‘how’ and ‘what’ questions.

More importantly, the result of this study cannot be generalized due to the use of qualitative approach. Creswell points out that the goal of qualitative research is to understand a deep knowledge of some social setting or phenomenon (Creswell, 2002). Qualitative study is also meant to gain a deep understanding of specific individuals rather than surface description of a large sample of a population (California State University Long Beach, 2011). Furthermore, qualitative approach is proper to study human’s behaviors and characteristics (Creswell, 2002). Similarly, this study also aims to analyze the behavior of an individual from a particular ethnic group.

3.2 Population and Samples

3.2.1 Population

Population is “that totality (usually persons, but could be ‘things’ like curricular materials, schools, clinics, etc.)” to which wish to generalize or project our sample findings” (Northern Arizona University, 1999). The population of this study

is all the conversations between the female Madurese seller (S) and the Javanese buyers. The total number of conversation data in this study is 81 conversations.

3.2.2 Samples of Data

The typical samples in qualitative study are usually small in number. It is because each of the samples is studied intensively and generates a large amount of information (Curtis, Gesler, Smith, Washburn, 2000). In addition, the samples in qualitative study should be likely to generate rich information on the type of the phenomena which need to be studied (Curtis, Gesler, Smith, Washburn, 2000). In this study there are 10 samples of conversation data considered to be sufficient for the analysis. From the population in this study, there are quite many data which the writer considered as too short to be analyzed. The durations of the data are too short hence the data do not reveal any information for the writer's purpose in this study.

The 10 samples of conversation data in this study are considered to have reasonable length; they are not too short in duration. Moreover, the 10 samples considerably provide rich information about speech convergence features used by the female Madurese seller. From the analysis of these 10 conversation data samples, the convergence features reflect the motives of the Madurese seller. Furthermore, the Javanese buyers involved in these 10 data samples are also regarded to have social distance with the Madurese seller. As stated in the previous chapter, social distance is also a trigger to make speech convergence happen. The ethnic identity itself is already a factor which triggers social distance between the Madurese seller and the

Javanese buyers. The other factors which can cause social distance are age, social status, and closeness of participants.

More importantly, due to the approach of this study which is qualitative, the research findings from analyzing the samples cannot be generalized into the population. Samples in qualitative study are designed to “make analytic generalizations (applied to wider theory on the basis of how selected cases ‘fit’ with general constructs), but not statistical generalizations (applied to the general population on the basis of representative statistical samples)” (Curtis, Gesler, Smith, Washburn, 2000). Thus, the research findings from the samples of this study are also aimed to make analytic generalizations into the theory rather than the population. In addition, even though the findings of this study are not to be generalized into the population, but they still can be transferred into similar situation which matches the situation of this study.

3.3 Instrument

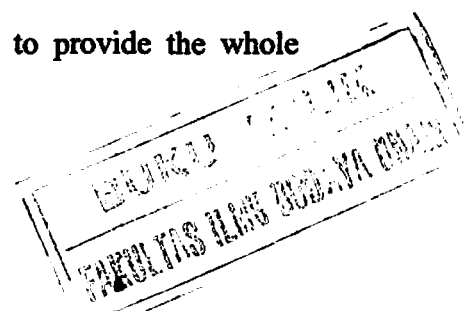
Conversation data in this study were recorded by using a recording application of a mobile phone; in this study, the writer used an android phone. Audio recording is one of recording devices often used in observation (Creswell, 2002). Recording application which the writer used is *Tape-a-Talk*. *Tape-a-Talk* is a recording application which can be downloaded freely in android market (www.googleplay.com).

The writer chose this application mainly because it is able to enhance the volume of the participants in the conversation. Furthermore, this application can be used to record the data in the long period hence the probability of data loss is small. In addition, this application also uses small amount of energy from the battery; using it will not drain the battery hence preventing the data loss. Furthermore, the recording would not be cut if there is any incoming message or call. However, for precaution, the mobile phone was set into airplane mode during the data collection so it would not be able to receive any call or message during recording.

Another advantage of using mobile phone for recording is that the writer did not need to convert the recording file into WAV. The recording file is already in the form of WAV. The data could be directly transferred to computer for the analysis. It saved the writer's time. In recording the data, the writer also used a video recording device. However, the use of video recording was not throughout the process of data collection. In addition, the use of the video recording was only occasionally in order to help the writer to know the age of the Javanese customer in each data sample.

3.4 Technique of Data Transcription

The transcriptions in this study are the most vital aspects because those are the materials for analysis. Kendal and French argue that transcript is actually the chief mediating apparatus between theory and data in linguistics research (Kendal and French, 2006). The conversation data were transcribed by using Conversation Analysis transcription. This method of transcription is able to provide the whole



details of conversation. Transcription by using Conversation Analysis does not only include the literal utterances but also other important details such as paralinguistic features.

Gubrium and Holstein (2000) argue that talk is actually involved in all social interactions and no interactive details are irrelevant to understanding it. The interactive details in this case refer to paralinguistic features and a way to include them in the transcription is by using Conversation Analysis transcription. The symbols of Conversation Analysis in this study are based on Heritage (2011). Furthermore, in order to transcribe the Javanese accent of the Madurese seller, the IPA phonetic symbols are used. The IPA phonetic symbols are based on Centre for Independent Language Learning (CILL) (Centre for Independent Language Learning, 2005).

In order to keep the ethical of the research, participants of this study were given pseudonyms. Ethical issue is really important in every research whether it is qualitative or quantitative (Creswell, 2002). Considering that, in order to protect the real identity and privacy of participants, they were then given pseudonyms in the data transcription. The Madurese seller was labeled as S (seller) and the Javanese buyers were labeled as B (buyer). Each conversation is between the Madurese seller and a Javanese buyer. The buyer in each conversation was then labeled as the number of the conversation data. For example: the pseudonym of the buyer in Conversation 1 is B1, the pseudonym of the buyer in Conversation 2 is B2, and so on.

Because the language in the data will be mostly in the writer's vernacular language, the writer decided not to use software or tools for the transcription. In addition, in order to maximize the validity of the data, the writer replayed the recordings several times for getting the exact utterances in the transcription. Even more, to keep the reliability of the data, the writers also asked the help of several proof listeners to cross check the several unclear words which the writer was not sure about. If they had been checked by several proof listeners but were still unclear then the words were still written based on the own interpretation of the writer. The words were also put inside parentheses "()" as the convention of Conversation Analysis symbols. Furthermore, in particular case in which there were words which totally could not be heard, the words were replaced by the symbol "()".

3.4.1 Conversation Analysis Symbols

The table below shows the symbols in Conversation Analysis symbols used for transcribing the data in this study and their meanings.

Symbol	Example	Explanation
[A: quite a [while B: [yeah	Left brackets indicate the point at which a current speakers talk is overlapped by another's talk
]	A: And I thought] B: you said]	Right brackets indicate the point at which two overlapping utterances end.
=	A: That I'm = B: =Yes. Is it true?	Equal signs, one at the end of a line and one at the beginning, indicate no gap between two lines.
(0.4)	Yes (0.4) yeah	Numbers in parentheses indicate pause in tenths of a second
(.)	To get (.) treatment	A dot in parentheses indicates a tiny gap, probably no more than one-tenth of a second

-----	What's <u>up</u> ?	Underscoring indicates some form of stress via pitch and/or amplitude.
::	O:kay?	Colons indicate prolongation of the immediately-prior sound. The length of the row of colons indicates the length of the prolongation.
WORD	I've got ENOUGH TO WORRY ABOUT	Capitals, except at the beginnings of lines, indicate especially loud sounds relative to the surrounding talk
.hhh	I feel that (0.2) .hhh	A row of h's prefixed by a dot indicates an inbreath; without a dot, an outbreath. The length of the row of h's indicates the length of the in- or outbreath.
()	Future risks () and life.	Empty parentheses indicate the transcriber's inability to hear what was said.
(word)	Would you see (there)?	Paranthesized words are possible hearings
(())	Confirm that ((continues))	Double parentheses contain author's descriptions rather than transcriptions.
↘ ↗	↘Are you ↗	The up and down arrow mark sharp rises or falls in intonation
#	#it was in the	Indicates a rasping or 'creaky' voice quality
°	C2: and then° I remember	The degree sign indicates that the talk following it was markedly quiet or soft.

Source: Heritage (2011)

3.5 Technique of Data Collection

The data were collected by using direct observation. The writer firstly interviewed the seller to know the information background of the Madurese seller: the origin of the Madurese seller; how long she has been living in Surabaya; and whether or not she has comprehended Javanese. The Madurese seller is a woman in her mid 40s. Her origin is from Madura and she has been living in Surabaya for more than 20 years. She moved to Surabaya in the late of 1980 in order to improve her economic

condition. She stated that she had understood Javanese very well and been able to speak it fluently. Moreover, she also said that she did not have difficulties in speaking with the Javanese. During this interview, the first observation in order to know the condition of the seller's kiosk was also conducted.

This first observation was mainly to know the peak hour in which many buyers buy goods. From the observation, the crowd hour is at 05.00 a.m-09.00 a.m. More importantly, in the first observation, the writer also asked permission from the seller to record her conversations with the customers in the next observation.

The next observation is on September 27 2012. In the next observation, the writer recorded the conversation data for getting samples of data in this study. The duration of the recording is 120 minute. The audio recording device was put in front of the seller inside a small box by her shop assistant. The box was then put beside the money box in front of the seller hence it did not attract the awareness of the buyers. It was aimed to keep the naturalness of the data. More importantly, in order to maintain the ethical code, all of the participants in this study were labeled in pseudonyms in the transcription. Furthermore, in order to make sure whether or not the participant is really from Javanese ethnic group, the writer asked the buyers directly after they had done buying goods. The writer also asked their permission so their recorded voice could be included in the analysis.

After recording the data, the writer then transcribed all of conversation data by using Conversation Analysis transcription. After that, the writer selected the data

samples which are sufficient to be analyzed. From the data selection, there are 10 data which are considered to be sufficient and provide enough information for the study.

The procedures of collecting the data are summarized as follows:

1. Interviewing the seller about her information background and conducting first observation.
2. Conducting the next observation for recording the conversation data on 27 September 2012.
3. Transcribing the data by using Conversation Analysis transcription.
4. Selecting the data samples to be analyzed.

3.6 Technique of Data Analysis

There are 10 conversation data which become samples for this study. Each of the conversation was then extracted. The aim of extracting each conversation is to provide the parts of the conversation which contain speech convergence features. More importantly, before further analyzing the data, the content of each extract was firstly elaborated. All of the extracts of data samples in the discussion chapter are in Javanese hence the writer assumed that it would be difficult for non Javanese speakers to understand the content. The elaboration of each extract is to ease the non Javanese speakers to understand its content. Moreover, knowing the content of each extract is also needed for further analysis. In addition, the identification of whether the buyer is younger or older than the Madurese seller was based on how the Javanese buyer addressed the seller.

After that, from the extract, the speech convergence features were identified and described. The identification of the features was based on the extract in the original language of the participants which is mostly in Javanese. The next step, the writer then explained the motives of using those speech convergence features. Furthermore, the writer also gave interpretation of the findings in the analysis chapter. Lastly, the final step was making the conclusion for the research findings.

In summary the steps of analyzing the data are as follows:

1. Extracting each sample of conversation data
2. Elaborating the content of each extract
3. Identifying and describing the use of speech convergence features in each extract.
4. Explaining the motivations of using those speech convergence features.
5. Giving interpretation in the analysis chapter.
6. Making conclusion of the findings.

CHAPTER IV

DISCUSSION