

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

The writer conducted a descriptive qualitative approach to analyze the data and to describe more holistic descriptions of the data. The qualitative approach refers to efforts to describe situations, events in their natural settings, without doing any experiments. It attempts to make sense in interpreting the phenomena in terms of the meanings people bring to them (Denzin & Lincoln, 2005). This approach is used in this research because it is closely related to the objective of the study that is the shortening processes in B-cak JTV's program based Kridalaksana's theory. There are four major methods used by qualitative researcher such as observation, analyzing text and document, interview, recording and transcribing (Silverman, 1997). The method that is used by the writer is recording and transcribing since the data is taken from television program.

3.2 Corpus

In this study, the writer analyzed the usage of word shortening processes in B-cak JTV's program. B-cak was chosen by the writer as the corpus of the data because this is the comedy program that uses word shortening in its segment. This comedy program is broadcasted every Monday to Saturday at 9 p.m. on JTV. The data used in this study were 65 shortened terms. In attempt to elaborate the analysis the writer took 23 episodes of B-cak randomly from 30 December 2010

until 4 April 2011 as the sample of data. The writer took the transcription from voice recorder in her cellular phone that she used in recording the episode of B-Cak and video that she got from JTV. Total duration of this episode including commercial break and music is 60 minutes.

3.3 Techniques of Data Collection

There are some steps that the writer has done in collected the data. First, the writer watched JTV channel every Monday to Saturday at 9 p.m. Second, before the program started the writer prepared the cellular phone that was used to recording data by checking the battery, diverting all call in order to avoid disturbance of the recording process. Third, the writer heard the record and transcribed conversation in the B-cak. Fourth, the writer identified shortening that found in B-cak. In collecting the data writer face an obstacle, B-cak changed the format of the program. The first B-cak has Rancu (Laporan Lucu) there are more than five shortening in this segment while in new B-cak writer find less than five shortening so it makes duration of data collection processes longer. The writer tried to ask the video to the producer of the program but they do not allow. Then the writer asked one of presenter his name Bung Repot about the video and he has three latest video of old format. While waiting for the information from JTV the writer searched the video in the internet but she could not found it so writer comes to the studio for watching and to observe closer also asked all of the crew include presenter who have video. Finally she got it from reporter. Briefly, these steps are described as follow:

- Watching the program at 9 p.m
- Recording the program
- Transcribing the data

3.3 Technique of Data Analysis

After collecting all data, the writer did the analysis as described in the following steps. First, she grouped the shortened terms into classifications proposed by Kridalaksana (*singkatan, kontraksi, penggalan, and lambang huruf*). Second, she examined the shortened terms using Kridalaksana's categorization, such as combination of initial letters, combination of first syllables of each component, and so on. Third, she attempted to make some predictions or some "adjustments" to the groups that can not be described by Kridalaksana's categorization. The shortened terms that could not be explained by using Kridalaksana's categorization were put into a different group named 'Free Variation Shortening'. This group is made to limit the "irregular blends" and "irregular abbreviation" group proposed by Kridalaksana.

In short, the techniques of analyzing the data are described in following steps:

- Classifying the shortened terms
- Examining the processes of their formation
- Assigning different processes to Other Shortening variation.

CHAPTER IV

DISCUSSION

