CHAPTER III

RESEARCH METHOD

3.1   Approach of The Study

In conducting this study, the writer uses qualitave approach. The data that the researcher got is in the text speech of Barack Obama in Indonesia. It is about the style that Obamas use in his speech in Indonesia. The kind of speech that he used on that time.

3.2 The Source of Data

The source of the data in this research was taken from Barrack Obama's speech in Indonesia, the words, the utterance and sentences that he used, which is adds by Google and happen in University of Indonesia, Jakarta, Indonesia, November 10 2011 at 9.30 a.m. until 10.31 a.m. The topic of this speech was "Indonesia as a great country". And the resource person is Barrack Obama, the United States of America's President in 2008 and 2012.

3.3 The Instrument of Study

Since this is a qulitative study, the researcher places her self as the instrument. The researcher does not need any questionnaire to gain the source of data. The research only uses four types of speech styles (frozen style, formal style, consultative style, and casual style) to analyze the data. Below are the characteristics of the four types of speech styles.

Firstly, the researcher looked for the speech in the internet which the content is text. The researcher read that text to understand more and get clear data. The researcher prepared notes and then classified the words and sentences while reading it.

3.4 The Technique of Data Collection

In conducting the research, the researcher first collected the data in the form of speech. The researcher did the following steps: first, the researcher prepared all the instruments that would support her in collecting the data. Second, while the researcher was

reading the speech, the researcher was douwnloadedc the speech. The researcher continued the next step by classifying the speech while she was reading them.

There are some steps that the researcher did to classify the data. First, the researcher read the speech's utterances. In this research, the researcher analyse to Obama's speech line by line in order to get the accurate finding, so that the differences among each style will be more visible.

3.5 The Data Analysis

After collecting the data, the researcher analyzed them. In this study, the researcher did some procedures to get a clear picture of data analysis. Firstly, the researcher identified all utterances of the words and sentences that has been recorded into each type of style based on Martin Joos ; frozen style, formal style, consultative style, casual style, and intimate style. She also gave the explanation about this identification. The analysis is presented in the following table, table of utterances and its speech style is presented in appendix 1. The researcher used the following formula to count the frequency of each type of speech style in percentage.

$$\text{Percentage of each type: P/Q x 100\%}$$

P = total number of utterances in each type of speech style

Q = total number of the whole utterances by the speakers (Barrack Obama)

Table 3.1 : Table of utterances and its speech style according to Joos

No	Type of Speech Style / Utterance	FROZEN	FORMAL	CONSULTATIVE	CASUAL	INTIMATE	Note

Total number of each type of speech style							
Total number in percentage P/Q x 100%							

The researcher also used table 3.1. in answering the first question '.What are speech style that occurs in Barrack Obama's speech in Indonesia?' The researcher also used table 3.1. in order to answer the second question 'What kinds of speech styles are mostly used by Barrack Obama in his speech in Indonesia?'