CHAPTER III

RESEARCH METHODOLOGY

The researcher arranges this chapter by dividing into five subchapters. those are research design, setting, source of data and the data, instruments of the study, data collection and data analysis technique.

3.1 Research Design

This research studied about the phenomenon of speech accomodation that was used by Medan speakers. it was focused on the utterances and words selection which was delivered by Medan speakers. based on the short explanation above, the research study was identified using qualitative method. According to Denzin and Lincoln in Ospina qualitative research is the natural method which setting up the situation rationally (2004:2). Everet and Louis in Ospina (2004:4) also state qualitative is called as "inquiry from the inside". They are believe that qualitative research can lead the research to answer the unique situation. So, qualitative method was used in this research design. The researcher identified the utterances of Medan speakers through words, phrases, clauses, or sentences and classified them into the main discussion of communication accomodation theory, they were convergence and divergence theory. The researcher assumed that it was appropriate approach to identify the phenomenon of speech accomodation.

3.2 Setting

3.2.1   Place of collecting data

This study was conducted in McDonalds, Mayjend Sungkono Street/153, Putat Gede, Suko Manunggal, Surabaya.

3.2.2   Time of collecting data

1. Delivering demografic questionaire for 6 Medan speakers was done on April 10, 2018.

2. Interviewing for collecting data was done in a day, it was on May 29, 2018.

3.3 Source of data and the Data

The source of data that of this study was conversation between Medan speakers and Surabaya speakers. Before doing interview, Medan speaker completed demografic questioners as a condition to be the object of the research. Some criterias for respondents are:

3.3.1 They are native speakers of Medan

3.3.2 They had been lived in Medan more than 15 years

3.3.3 Their mother tongue is Medan dialect

3.3.4 They come from Batak family

3.3.5 The average of age is 20 – 45 years old

3.3.6 They have been lived in Surabaya more than 5 years

3.3.7 They still communicate with their family who live in Medan city

3.3.8 They still use Medan dialect when interacting with Medan speakers in Surabaya city

Meanwhile, the utterences, dialect, or language by Medan speakers was used as the data of this research. It was taken while they were communicating with Surabaya speakers.

3.4 Data Collection

The researcher collected the data through these steps:

3.4.1 First of all, the researcher searched Medan speakers who lived in Surabaya city as a respondents of this study

3.4.2 The second, the researcher selected Medan speakers by delivering demographic questionaires. Demographic questionaires (see appendix page 43) were related to the personal data information which aimed to find Medan speakers who have the same situation and condition

based on the criteria of respondets which had been made previously. In this research, demographic questionaires consists of age, gender, work, the informations about the number of times had been lived in a city, and the important informations about the language that Medan speaker used in a city. There are six candidates of respondents, but only one candidate who had been qualified as respondent. Furthermore, the researcher was continue to get the data from the respondent and the rest of unqualified respondents were not used

3.4.3 The third, the researcher started to collect the data by interviewing the respondent. Before doing an interview, the researcher gave some topics from Surabaya speakers which aimed to attract Medan speakers to communicate naturally. The researcher recorded that conversation using the researcher`s phone hiddenly to make sure that the conversation process was real and not made up

3.4.4 Then, the researcher played back and transcribed recording by identifying the utterances of Medan speakers which contain accomodate techniques

3.4.5 Next, the researcher frammed data were transcribed from recording into the text form by using Jeffersonian Transcriptin Notationin J. Atkinson and J. Heritage (eds), structures of Social Interaction, 1984

3.4.6 The last, the transcribed data were translated from the source language that was Medan dialect into the target language that was English

3.5 Data Analysis Technique

The researcher did some steps through analysis data:

3.5.1 In the first step, the researcher determined the words, phrase, clauses, or sentences by lexical choice theory which indicated accomodation based on the communication accomodation theory

3.5.2 The second, the researcher clasified and clarified the data in a table of accomodation techniques based on the theory of communication accomodation

3.5.3 The third, the researcher identified the way how Medan speakers accomodate their speech with Surabaya speakers

3.5.4 Then, the researcher interpreted the reason why Medan speakers accomodate their speech based on the communication accomodation theory. In the same time, the researcher inquired triangulate by phone with respondent and Medan community. It helped the researcher to increase the accuracy of study and to develop the accurate report which aimed to strenghten the researcher`s argument

3.5.5 The last, the researcher drawn the conclusion from the result of analysis and gave some suggestions for the readers about the weakness of this study

3.6 Data Triangulation

Data triangulation is done by confirming native Medan people with initials JP, N, and DP. The confirmation is made via telephone or video calls, besides that the writer is a native Medan person so that the interpretation is carried out more deeply.