

## **CHAPTER 3**

### **METHOD OF THE RESEARCH**

The researcher organizes this chapter by dividing into four parts: In the first part is an explanation about research design, the second is the sources of the data comes from, the third is some steps to collect the data and the last part is data analysis.

#### **3.1 Research Design**

Research design is used as an orientation or a procedure in designing a research to help the researcher while doing the research. One kind of the research design is qualitative research. Qualitative research is interested in investigating a problem deeply and expanding a detailed understanding of a central phenomenon which become the key concepts in qualitative research (Creswell, 2012:16). Since this research studied about the persuasion phenomena in the market by identifying the persuasive language, and the researcher focused on analyzing the utterances or the words of the speech of the Madurese sellers, therefore qualitative method was used in this research design.

The researcher analyzed through identifying and explaining the techniques of persuasive language used by the Madurese sellers. By interviewing the sellers, the researcher acting as a buyer who bought some merchandises. Persuasion as the main theory which was chosen by the researcher, because it was assumed as the proper approach to identify the persuasive techniques.

#### **3.2 Setting**

##### **3.1.1 Place of Collecting Data**

This research was conducted in Ki Lemah Duwuh Bangkalan Traditional Market at Jl. Halim Perdana Kusuma, Mlajah, Kecamatan Bangkalan, Kabupaten Bangkalan, Jawa Timur No. 131.

### 1.1.2 Time of Collecting Data

1. Observation was done on April, 29 2018 by delivering demographic questions to 4 vegetable sellers. This observation step was done as a common sellers and buyers communication in order to avoid unnatural information.
2. Interview for collecting data was done in four days, there were on May, 21 to 25 2018.

### 3.3 Data Sources and Data

In conducting this research, the source of data was dialogues between vegetable sellers who had selected after giving demographic question. Interviewers as the key instrument in this research which were recorded hiddenly by the researcher. This research was conducted in Ki Lemah Duwuh Bangkalan Traditional market as the biggest market in Bangkalan and also became the center of buying and selling daily needs in Bangkalan. Since this market as the center of buying and selling daily need in Bangkalan where most Bangkalan people bought their daily needs, the researcher took samples in the market to get data. Meanwhile, the data was words, phrases, and sentences of the seller's utterances which contains persuasive techniques. Therefore, in this research, the researcher chose those three vegetable sellers as respondent under the following criteria;

- a. The respondents must be native Madurese (birth, growth and lived in Madurese area, never stayed outside from Madura) and speak Madurese well.
- b. The respondents should be the sellers for at least 5 years experiences to make sure the respondents mastered how they persuade their buyers.
- c. The respondents should be in the same situations. The three respondents were in the same market and sold same merchandise, besides that, those respondents should have more less same total of buyers every day.

Based on the qualification of the respondent above, to get good information to support the data, demographic questions were given orally. It contains some

questions about criteria above that were delivered to the respondents to make sure that the respondents met the criteria. After doing observation and delivering demographic questions to some vegetable sellers in the market, 3 vegetable sellers was chosen as the respondents, because they have met the qualification above.

### **3.4 Data Collection**

The researcher collected the data through these steps:

- a. First of all, the situation of the market was observed to find some vegetable sellers as respondents who had qualified the criteria which the respondents should be in the same situation. In this first step, observation lists and field notes as instruments of the research were prepared.
- b. The second, the selected vegetable sellers who had same situation in the market were interviewed by delivering the demographic questions which had been prepared. Demographic questions in survey may include: age, experience, the number of times the informants has lived in a city or place (Defranzo, 2012). In this research, demographic questions consist of experience of the respondent as sellers, number of times the respondents had lived in Madura, age and lived around Madurese area. The instrument, that was demographic questions were delivered to make sure that the respondents had qualified the respondent criteria above. In this second step, 3 selected qualified respondents were chosen and continued to get data from these 3 respondents. Meanwhile, the rest of unqualified respondents were not used.
- c. The third, the researcher did collecting data by selling and buying process. In this step, the dialogues were recorded using the researcher's mobile phone hiddenly to make sure that the selling and buying process was real and not made up before.
- d. Then, the researcher did framing analysis to the recording of the dialogues by identifying the utterances which contain persuasive techniques.

- e. Next, the framed data were transcribed from recording into text form by using Jeffersonian Transcription Notation in J. Atkinson and J. Heritage (eds), *Structures of Social Interaction*, 1984.
- f. Then, the transcribed data were translated from the source language that was Madurese into the target language that was English.

### **3.5 Data Analysis**

After collecting the data, the analysis was presented. There were some steps in doing the data analysis. The first, the researcher determined the words, phrases, and sentences which were investigated as the persuasion techniques based on the theories of persuasion. The second, the data were classified and interpreted in a table of persuasive techniques based on persuasive techniques theory. The third, the researcher identified the way how the Madurese sellers use the language. Next, the reason why Madurese seller prefer to use the techniques in persuading their buyer also had been identified. And the last, conclusion was drawn from the result of the analysis and suggestion was given for the next researchers who want to research this topic deeply.