

## **CHAPTER 3**

### **RESEARCH METHOD**

This chapter showed the reader about how the researcher used the method for the research. There were six organizations in this chapter, they are research approach, subject of the study, source of the data, data collecting technique, and data analysis technique.

#### **3.1 Research Approach**

This research analyzed the conversation of people under a certain topic that was taken place at Hard Rock FM Surabaya. In the researcher's analysis, she focused on turn taking that was done by the speakers through their speaking. In the analysis the researcher tried to determine the type of turn-taking that the speakers did during the talk show, to identify the way that the speakers did turn-taking in their talk show, to find out the reasons for the speakers did turn-taking and the effect to the relation among the speakers in the talk show. To explore about those statements the researcher used qualitative approach for analysis because this study analyzed the discourse analysis especially turn-taking. According to Creswell (2003:18) a qualitative approach is a research which often uses statements based on someone perspective to develop the research, for instance taking statements from several of someone experiences in his research. Moreover it can also use the perspective such as in political, issues-oriented, collaboration, or change oriented. He also states that in a qualitative research also

uses strategies such as using narratives, phenomenology, ethnographies, grounded theory studies, or case study and the researcher emerges the data through the primary intent of developing themes from the data. Another idea is from Lawrence (2001:3) who says a research which uses qualitative method refers to the meaning, concepts, definitions, characteristics, metaphors, symbols, and description of things. Therefore the researcher concluded that in qualitative research referred to explain and describe the data analysis based on the source of the data and the data itself. The purpose of the researcher takes this approach because she did the analysis using explanation in each data that were chosen to develop the theme in each explanation. Then she tried to reveal the turn-taking in the conversation based on speakers' utterances as the types of turn-taking, the way speakers did turn-taking, finding reason for the speakers did turn-taking, and also the effect of the turn-taking to show the power and the relation among the speakers

### **3.2 Source of the Data**

The source of data is the talk show was taken place at Hard Rock FM Surabaya on April 17<sup>th</sup> 2014. The speakers were Dion Edward, Citra Permata, and Myra Michele Brown. Dion and Citra were the announcers of Hard Rock FM Surabaya and Myra was the guest from U.S. Embassy Jakarta. Those videos were published on April 25<sup>th</sup> 2014 in a youtube account of U.S. General Consulate Surabaya titled *Radio Talk Show on Gender Equality & Women's Empowerment With Myra Brown*. It consists of some videos which they divided into three parts.

The first part was about the opening and the researcher downloaded on February 17<sup>th</sup> 2015, retrieved from <https://www.youtube.com/watch?v=LQzsvkntfO0>. The second part was about the talk show that told about gender equality and women's empowerment and also some questions from the listeners it downloaded on February 17<sup>th</sup> 2015, retrieved from <https://www.youtube.com/watch?v=4K3e9InRykk>. At the third part there was one questions from listener, pre closing and closing, it has downloaded on February 17<sup>th</sup> 2015, retrieved from <https://www.youtube.com/watch?v=LXz-dbH4doQ>. The data were the utterances that were chosen in the conversation, they were part of turn taking by Dion Edward, Citra Permata, and Myra Brown which have selected by the researcher to analyze.

### **3.3 Data Collecting Technique**

To find the data, the researcher used two steps. They were:

- a. The researcher downloaded the video.

The researcher got the data through downloading because she found the video recently. The data was taken on April 17<sup>th</sup> 2014 by U.S. General Consulate Surabaya.

- b. Framing based on chosen utterance under a certain topic/sub topic.

After the researcher downloaded the video, she listen it and made a frame each utterance determined to analyze.

### 3.4 Data Analysis Technique

There were some techniques that researcher took to do analysis, as showed below:

- a. The researcher transcribed the data from the video. According to Renkema (2004:161) transcription system is the study about interaction requires method of representation in conversation. They are about the intonation, the turn-taking of speakers, and silence. In addition, intonation draws as using punctuation and stress marker. The turn is able to see based on the important of who, what, and when they say about. After that silence can be seen when the speakers produce voice such as '*uh, mm, etc*'. Therefore, the researcher took this notion to do the analysis easier because the data was in a video format. Another idea comes from Salting *et al* (in Reed, 2007) who states that there are some symbols to analyze the conversation to make the reader clear to read each tone of the voice called as Gesprächsanalytisches Transcription system. It consists of basic convention such as symbol of overlaps, pauses, other segmental conventions such as *uh, and, ah, etc*, about the pitch of movement, and breath. These symbols will be found in the data transcription. Such when M (Myra) and C (Citra) is laughing, it gives symbol ((laughing)). Then symbol [.. is used as an overlaps.

<p>M: Ahh. It is a big country I've traveled</p> <p>D: it's very far</p> <p>C:</p>	<p>{(chuckle).</p> <p>in Papua Nugini. Actually</p> <p>{((laughing))</p>
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Furthermore the symbol for silence such as (-) for short pauses, (--) for middle pauses, and (2.0) to estimate pauses more than one second.

D: Maybe like Citra, she's also an independent woman.	}	Raising her
M:                   It's (-) it's (--) it's (2.0). true, it's true, true doubled job.		Yes, it's

- b. The researcher selected some utterances based on phenomena occurred in the talk show. The researcher gave codes on the selecting utterances at the talk show. The codes were the number that was put at the first of the utterance.
- c. The data was analyzed using theory of Sack, Schegloff, and Jefferson (in Renkema, 2004) and (in Coulthard, 1985) to explain about the type of turn taking during the talk show. Then the researcher used theory from Sacks MS (in Coulthard, 1985), Cooks (1989), Yule (1996), and Coates (2004) to tell about the way of the speakers did turn-taking through some strategies that were done by the speakers. The last was from Wooffitt (2005) to explain about power relation of the speakers who took the turn in radio talk show. The domination in the talk show was proved by Coates (2004).
- d. Drawing a table to show the result of analysis. To show the result of analysis, the researcher drawn table to identify the types of turn-taking. The researcher identified the types and strategies of turn-taking through the utterances of the speakers. In the end of chapter 4 the researcher made discussion to identify the effect of turn-taking through the utterances in the talk show and the fact about the topic in Indonesia.