

## **CHAPTER III**

### **METHOD OF THE RESEARCH**

This chapter describes The Nature of the Research, The Source of the Data, Technique of Data Collection and Technique of Data Analysis.

#### **3.1 The Nature of the Research**

This research is naturally descriptive qualitative. This means that this research analyzes the data by describing the data in details. This also means that qualitative research is a naturalistic study because research conducted on natural conditions. At the same time, this research is qualitative because the data analyzed are not in the forms of numbers but they are in the forms of words, phrases, or utterances or sentences.

Descriptive qualitative is a procedure of the research that uses descriptive data in the form of words written or spoken of the people and actors that can be observed. Bogdan and Taylor (1992:21-22) state that qualitative research is a research procedure that generate descriptive data in the form of speech or writing, and the behavior of those who observed. A qualitative approach is expected to generate the depth descriptions of speech, writing, and or observable behavior of an individual, group, community, or organization and within a particular context setting is examined from the standpoint of complete and comprehensive. Therefore, Creswell (2009:1) defined qualitative approach as a process of inquiry to understand the social issues or human problem based on a interpretations of the data that formed in scientific background with a detail information.

Based on the analysis above, descriptive qualitative includes collection of the data, data analysis, data interpretation, and an ending with the conclusion which presented in the description of words. Whose objective was to describe an object in detail without any influence from the author's opinion in the description so that it becomes clear and accountable.

This study uses qualitative research because it fits in this research produces descriptive data in the form of words written or spoken from the people and behaviors that can be observed. because in this study the researcher will examine the hidden meaning of suggestive words in the form of utterance that is described in the form of descriptive and it relies on observations in humans in its own region and in touch with the people in his study and in their terminologies.

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

The source of the data are hypnosis events taken from Derren Brown and Romy Rafael's Hypnosis in youtube. This source of the data taken by Derren Brown from United Kingdom occurs first, when he attended dinner in a house with five guests which was uploaded on March 29<sup>th</sup>, 2010; and second, on a street in London shows interactive to tv audience that uploaded on November 8<sup>th</sup>, 2013; Third, in a room with a person whose name is Olga that uploaded on March 29<sup>th</sup>, 2010. And Romy Rafael from Indonesia when he visited at Bromo on October 19<sup>th</sup>, 2009 with two people who lived there; second on a stage of master hypnotist in RCTI on June 22<sup>nd</sup>, 2009; Third, the video taken in Bromo with few people there on October 19<sup>th</sup>, 2009. Their hypnosis is full of a collection of linguistic concepts in communication. In it, the reader will learn interesting things

concerning the manner and use of words and language. And the researcher also discusses the use and delivery of words and right language used that has implicit or intended meaning to insert the thinking of the readers. Hypnosis which was done by Romy Rafael and Derren Brown uses suggestive word that is used as a suggestion to hypnotize people as objects of hypnosis. Romy Rafael and Derren Brown use suggestive words because it can give an effect to the hearer does not use magical powers but through the use of words, as discussed by Dedy Corbuzier (2005:1) in his book. According to him, suggestive words are used to give effect to the hearer in life. It was not done by mantra, not by magic, nor with the genie and his friends. However, it is done with linguistic concepts and techniques to know the secrets of the correct way to express desire of the speaker.

The researcher uses the suggestive words of Derren Brown and Romy Rafael not the others as the reference because both of them are public figures whose contribution and development in hypnosis was not for merely entertainment but also for daily life. Derren Brown dan Romy Rafael also took a part in introducing and teaching the application of suggestive words for some fields of society's life, such as in family and education. In the real fact, Derren Brown dan Romy Rafael tend to use suggestive words for manipulating the listeners' mind so that the listeners will follow and order the suggestion. The data of the research is word or utterance which have intended meaning that occur in the process of hypnosis.

### **3.3 Technique of Data Collection**

In selecting the data to be analyzed, the researcher will pick up some suggestive words in the form of utterances, based on the sources on youtube. The researcher applied following steps:

3.3.1 Watching the video of Derren Brown and Romy Rafael's Hypnosis until the researcher get the suggestive word in the video.

3.3.2 Transcribing the video into a text

3.3.3 Selecting suggestive words that are used in hypnosis. The suggestive words are sorted and divided into two categories, imagining and obeying.

3.3.4 Analyzing the data from the selected suggestive words

Then, these suggestive words are listed in order. Then, suggestive in the form of utterance which has intended meaning meaning are analysis into six components, illocutionary point, mode of achievement, propositional content condition, preparatory condition, sincerity condition, and degree of strength. In this case, the analysis based on pragmatics study which it will focused on hidden message and speech acts especially illocutionary acts that occur in hypnosis.

### **3.4 Technique of Data Analysis.**

In analyzing the data, the researcher first describes the suggestive words used in video. This description is based on the theory of suggestive words proposed by Atkinson (1909:5) that its original use was in the sense of a placing under or deft insinuation of a thought, idea, or impression, under the observant and watchful care of the attention of the people. After that, the data is analyzed in

six components that based on the illocutionary acts by Vanderveken (1990:104).

The steps of the data analysis are as follows:

- 3.4.1 Putting the line number of the utterances that are uttered by Derren Brown and Romy Rafael.
- 3.4.2 Assorting the data that contains suggestive words which has intended meaning
- 3.4.3 The sorted statements is analyzing by using the theory of speech act that contain in suggestive words.
- 3.4.4 Summarizing the result of the analysis

The analysis of illocutionary act by Vanderveken (1990: 104) will be the basis in determining the speech act of the suggestive words in hypnosis by Derren Brown and Romy Rafael. The six components in determining a speech act by Vanderveken are the illocutionary point, mode of achievement, propositional content condition, preparatory condition, sincerity condition, and degree of strength. The data is utterances used by Derren Brown and Romy Rafael which may have hidden meaning in their hypnosis. For the example,

## **RR**

*1 “Saya akan menghitung dari 10 ke 1...dan tepat ketika hitungan saya  
2 mencapai angka 1... saya minta anda meng-imajinasikan bahwa anda  
3 berada di suatu tempat yang sangat nyaman untuk anda..... tempat itu  
4 boleh saja alam .... pegunungan ... pantai .. atau bahkan rumah anda  
5 .... kamar tidur anda ... atau tempat apapun juga yang membuat anda  
6 nyaman .....*”

*(I'm going to count from 10 to 1..... and right when I reach the count of 1... I asked you to imagine that you are in a very comfortable place for you..... where it is okay to nature.... mountains... the beach .. or even your home.... your bedroom... or any place that makes you comfortable...)*

The data will be obtained from the selection is in the form of an analysis illocutinary act.

1. Illocutionary Point

Romy's utterance in second line (RR-2) is a declarative which can be seen from the words Romy asking the listener to do something. And here Romy as a speaker hopes listeners understand what he said. So that the listener can understand what he said. In this case Romy as a speaker to listen closely to what was said. If his words are not heard then the hypnotic process will fail.

2. Mode of Achievement

In this case Romy as the speaker convey his words in declarative form. He told listeners to hear his words and to do something. He use his suggestive words in declarative form to make his hypnotic suggestions can be entered and accepted by the listeners subconsciously. In order to get his demands to the listeners, Romy Rafael uses a lot of repetition with the variety words in order to enter the hypnotic state.

3. Propositional Content Condition

It can be seen from the second line of Romy's utterances (RR-2) that Romy as the speaker asks the listener to imagine that the listener is in a convenient place for him. And clarified again on the next line Romy asked listeners to imagine a very comfortable place by giving some example of comfortable place so that listeners can be relaxed during the hypnotic process.

4. Preparatory Condition

The speech of Romy Rafael (RR-2) is suggestive words used Romy Rafael that the listener is able to do what is required by it. He had to make sure and

know that the listener can understand what is said and accept all the suggestions that are pronounced by him.

#### 5. Sincerity Condition

In the process of hypnotism Romy Rafael uses his suggestive word to make listeners obey and do what he wants to enter into a hypnotic trance in order to all suggestions that he convey will be accepted later in the process and affect the listener.

#### 6. Degree of Strength

Suggestive words Romy (RR-2) has a high strength in the beginning. After seeing the audience began to enter the hypnotic state, Romy add his suggestive words some strength by giving examples comfortable places to facilitate the listener to imagine a comfortable place for him so suggestive words can bring the listener into a hypnotic state.