CHAPTER III

RESEARCH METHOD

This chapter presents the research method used in conducting study. The discussion covers research design, data and data sources, method of collecting data, technique of data verification and data analysis.

A. Research Design

Research is careful study on investigation, especially in order to discover new facts or information, such as scientific, historical research (Hornby, 1995: 996). It means that a study is done carefully and accurately on investigation of an event, problem or phenomenon about scientific to find out new information. This research applied a qualitative descriptive method since it described phenomenon in the society, especially related to linguistics problem, which was the application of politeness. Qualitative research is concerned with developing explanations of social phenomena. That is to say, it aims to help us to understand the social world in which we live and why things are the way they are (Hancock, 2009:7).

The design in this research is conten or document analysis. According to Donald (2006:457) **Content** or **document analysis** is a research method applied to written or visual materials forthe purpose of identifying specifi ed characteristics of the material. The materials analyzed can be textbooks, newspapers, web pages, speeches, television programs, advertisements,

musical compositions, or any of a host of other types of documents. Content analysis is widely used in education.In this research, the phenomenon of the use of politeness strategy in a cross-gender political communication was lifted up. The phenomenon was reflected in October 09, 2016 Presidential Debate between Hillary Clinton and Donald Trump.

B. Data and Data Sources

Data is a unit information that recorded by media in which it can be differentiated with other data, and can be analysed also relevant with certain problem. Ricard (1999: 118) stated data source is the subject where data are collected.

The data of this research is the contestant's utterances containing FTAs and politeness strategy. Ricard (1999: 118) stated data source is the subject where data are collected. While the data sources in this research is the transcript of second presidential debate taken from *http://www.newsweek.com/hillary-clinton-donald-trump-2016-presidential-debate-read-full-transcript-508163* that published in internet on October 10, 2016 at 5:13 AM. The researcher analyzed written utterances containing politeness strategies.

C. Technique of Data Collection

The data collecting method is needed to obtain the data in the research. The aim of the data collecting in conducting a scientific research is to get the material needed. The strategy in collecting data in Qualitative Reseach as stated by (Goetz& LeCompte, 1984) generally can be devided into two ways, the first is collectinf the data interactively and non interactively. Interactive method includes; interview,observation, and focus group discussion. While non interactive method includes: questionnaire, content analysis and observation which is the observers don't take the role. (Sutopo,2002:58).

Reference with those theories above, the data of this research was collected by doing documentation. Documentation here refers to the wide range of data which will be selected into the needed data as what stated in Ary (2006:502).The data of this research were collected by using the following step:

1. The researcher downloaded video from *https://www.youtube.com/watch?v=FRlI2SQ0Ueg*

2. The researcher watched and listened repeatedly the speeches in order to get the utterances fully and understand

3. The researcher found and copied the script of the video from the internet *http://www.newsweek.com/hillary-clinton-donald-trump-2016-presidential-debate-read-full-transcript-508163*

4. The researcher read and noticed the utterances and selected the note taking of transcripts based on the politeness strategy theories.

D. **Technique of Data Verification**

Depending on their philosophical perspectives, some qualitative researchers reject the framework of validity that is commonly accepted in more quantitative research in the social sciences. They reject the basic realist assumption that there is a reality external to our perception of it. For instance, Guba and Lincoln (1985) proposed four criteria for judging the soundness of qualitative research and explicitly offered these as an alternative to more traditional quantitatively-oriented criteria. They felt that their four criteria better reflected the underlying assumptions involved in much qualitative research. Those four are credibility, transferability, dependability, and confirmability.

"To gain the trustworthiness of the data, there are four standards of rigor for the research; Credibility, Transferability, Dependability or trustworthiness, and Confirmability." (Ary, 2006: 498). But in this study the researcher gained two standards of rigor for the research.

In this research, to achieve those trustworthiness' criteria, the researcher applied credibility and transferability process. As explained by (Ary, 2006: 498) that credibility involves how well the researcher has established confidence in the findings based on the research design, participants, and context. In order to get that credibility, the researcher gained through consultations with the lectures regularly from the beginning until the end of the process of finishing this research.

The result of this research was also transferable because the findings can be used for the debaters in debate field and also in our daily conversation. Because in debate, actually happened a conversation between each speaker. What made difference with daily conversation was this debate was running through a certain rule and in a particular time and place. But it didn't change the existence of the conversation itself. When the term of debate was used here may be some people will assume that in conversation doesn't happened debate. But actually in everyday life we do debate with others in our daily conversation unconsciously. Because "Individuals may use debate to reach a decision in their own minds; alternatively, individuals or groups may use it to bring others around to their way of thinking." Freeley & Steinberg (2005: 6)

E. **Data Analysis**

After the data had been obtained, the next to do was analyzing the data. Data analysis is the process of managing and organizing data into a pattern which the data have to relate to the research object. Data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces documents which must be examined and interpreted. Analyzing data in qualitative research can be done through three steps; organizing and familiarizing, coding and reducing, and interpreting and representing (Ary, 2006: 481).

Following the theory above, the researcher took the steps below to analyze data:

1. **Organizing and Familiarizing**

   The first stage in analyzing qualitative data involves familiarization and organization so that the data can be easily retrieved. Initially, the researcher should become familiar with the data through reading and rereading notes and transcripts, viewing and reviewing videotapes, and listening repeatedly to audio-tapes. The researcher must be immersed in the data. The major task of organizing the large body of information begins after familiarization. Start with creating a complete list of data sources. Files can be organized in a variety of ways (Ary, 2006: 481).

   In reference with explanation above, in order to make the data to be well organized and famioliarized the researcher categorized and finding the pattern of the data then deciding what was important related tothe data analysis. In this research, the data were collected from Hillary Clinton and Ronald Trump utterance which contained FTA and politeness strategy then researcher categorized the data based on Brown Levinson's theory and finally summarized and concluded the data analysis based on the objectives of the research.

2. **Coding and reducing**

   Codes can represent information you expected to find, information you did not expect to find, and interesting or unusual information. The goal of qualitative coding is not to count but to break apart the data and rearrange

them into categories that facilitate comparisons within and between and to develop theoretical concepts (Ary, 2006: 483).

Coding is not to count but to break apart the data and rearrange them into categories that facilitate comparisons within and between and develop theoretical concepts (Ary.et.al., 2010: 484). Also coding of items is done in order to begin to recognize differences and similarities in the data. Following the theory above, the researcher will got the full transcripts and making coding in some steps and elaborated as follows:

a.   First, the researcher will reads them and makes coding by giving underline of the sentences and giving small note on it basing on the politeness strategy theories.

b.   Second, after all data are coded, the researcher will classifies all units of data that having same coding together. Once all coding and categorization are complete, the researcher will goes back and looks at the original transcripts and review any areas not coded and consider whether these now fit into categories.

c.   the last in this step is the researcher will puts the categoried data from mayor to minor.

3. Interpreting and representing

Interpretation and representing are the last step in analysis the qualititative data that has been choosen by the researcher. Interpreting involves reflecting about the words and acts of the study's participants and abstracting important understandings from them. (Ary, 2006:490).

In this step, the researcher interpreted each category data based on the politeness strategy theory which were used. Here, after the data had been sorted, then they were interpreted in the analysis. To present the data, the researcher described the analysis in the descriptive details. The researcher d escribed what politeness strategy and face treatening acts used by the contestants the the researcher described what are face threatening acts and politeness strategy mostly performed between them.