

CHAPTER III

METHODOLOGY

This chapter delivers the research methodology which focused on answering the research questions. It is divided into four sub-chapters which consist of the research method, time and place of the study, data and data source, data collection procedure, and data analysis procedure. The explanation of each part is presented below.

3.1. Research Method

This research was conducted by using descriptive content analysis method and the approach of conversation analysis (CA). Descriptive content analysis examines qualitative data collected through sampling method. The informational content was presented in a descriptive summary (Rochow, et al.).

3.2. Data and Data Source

The data of this research were the action, structure, and the intersubjective understanding of the conversations. The data sources were the transcribed conversation from two videos of segments from *The Tonight Show Starring Jimmy Fallon*.

3.3. Data Collection Procedure

The data were taken by sampling method. The researcher took two segments from two episodes out of more than four hundred episodes. The data

taken by considering differences in gender and profession of the guests; that the data were: one female actress and one male singer. Those data also taken by considering both guests were quite famous and they were on trending topic by the time the show aired.

3.4. Data Analysis Procedure

The data of this study were the transcribed conversation taken from two videos of two different segments from *The Tonight Show Starring Jimmy Fallon*. The data was described by transcribing the conversation of the show into written form. Then, the transcribed data were put to table of transcription analysis. In the table of transcription analysis, the data were labelled using the conventions of transcribing conversation to identify the conversation in written form. The conventions on transcribing conversation developed by Jefferson used in labelling:

(.)	Pause in talk less than two tenth of a second
.hh	Speaker in-breath
Hh	Out-breath
(())	Non-verbal activity (in the double brackets)
:	Speaker stretches the preceding sound or letter
<u>Underlined</u>	Speaker's emphasis
CAPITALS	The words in capital indicates that they are spoken louder than the other words
°soft°	The degree sign indicates that an utterance part is produced softer than the surrounding talk
//	Overlaps
>faster<	This utterance part is produced with higher pace than the talk surrounding it.
<slower>	The pace is relatively slower.
↑↓	Vertical arrows provide information about local pitch movements within syllables or at the level of a single syllable. A downward arrow signals a falling tone movement, an upward arrow a rising one.

Table 3.1. Conventions on transcribing conversation

After that, the researcher described the occurred conversation structures by re-watching the videos and matched it with the transcription by using the table of transcription analysis. The findings of the analysis were presented in the pie chart and explained in the discussions. After all the discussions done, the researcher concludes this research and gave some suggestion that might be useful for further learning.