

CHAPTER III

METHODOLOGY

3.1. Research Design

The writer analyzed the use of sarcastic utterances in the transcript dialogue by the co-hosts in a chosen episode of *Fashion police* show season 15, episode 03, “*The 2016 Grammy Awards*”. The writer will use descriptive analytical method and content analysis in this research in order to analyze sarcastic utterances in the *Fashion Police* talk show’s dialogue script. Bogdan and Taylor (1975:5) states that Qualitative method is a procedure method in research that can be observed and gain descriptive data in words, spoken and attitude. The theory that will be used to analyze the sarcastic utterances is Camp’s sarcasm theory.

3.2. Data and Data Source

The data in this study are the sarcastic words, phrases, clauses, or utterances taken from a transcript dialogue of a talk show called “*Fashion Police*” season 15, episode 03, “*The 2016 Grammy Awards*” and prosodic cues or intonational contour such as heavy stress and slow rate of speech by hearing the tone of voice in the video. Meanwhile, the data source was taken from a video that was downloaded from *youtube* on 10th January 2017 and transcribed by the writer using observation method and note technique. The writer wrote the dialogues, the speaker’s name, and highlight the sarcastic utterances and prosodic features found in the transcript.

3.3. Data Collection Procedure

Several steps are required to collect the fashion police data:

1. Determine the comedy talk show to be the source of the data.
2. Download the full version video of *Fashion Police* show season 15, episode 03, “*The 2016 Grammy Awards*” on youtube.
3. Watch “*the 2016 Grammy Awards*” episode of *Fashion Police*
4. Making the transcription of the show by using observation method, which is the process of listening to the language used (Sudaryanto, 1993:133) in the *Fashion Police* show. In observation method, there are two techniques which is *Simak Libat Cakap* (SLC) and *Simak Libat Bebas Cakap* (SLBC) but the writer only uses the *Simak Libat Bebas Cakap* because in this particular method, the researcher does not involve directly to the show but only listen to understand the data. The transcript includes the name of the speaker, the overall conversations, the segments of the show, every bumper line, and highlighting the sarcastic utterances and the prosodic features.
5. Identify the words, phrases, clause, and utterances by the co-hosts of Fashion Police show that contains sarcastic utterances based on Camp’s view on sarcasm and identify the prosodic cues accompanying those words, phrases, and clauses or utterances such as heavy stress and slow rate.
6. Put the sarcastic utterances in the table.

The writer also highlight the prosodic cues or emphasized tone of voice (Camp, 2011) that can be identified by its heavy stress, nasalization and slow rate (Haiman and Rockwell in Camp; 2011, p.3) including the expression of laughter that will be noted in brackets in order to locate sarcasm in context. The heavy stress is mainly the inverted word or adjectives and slow rate could also be a cue in stepping to the sarcastic matters.

These are also an addition to locate sarcasm which is the prosodic cues or intonational contour that only restricted on the emphasizing utterance as heavy stress and slow rate of speech. These addition of prosodic cues are indicated in the table by bold writing for heavy stress, italic writing for slow rate, and yellow highlight to locate sarcasm in context.