CHAPTER III

METHOD OF THE STUDY

This study is conducted through a set of methodology, including design of the study, instrument of the study, data and data source, procedure of data collection, and data analysis.

3.1. Design of the Study

Bungin stated, "analysis the content related communication or content of the communication is one of the features of content analysis design" (Bungin, 2008, p. 155). This study used qualitative descriptive approach. In this study, the writer would like to choose the utterances stated by Donald Trump that belong to politeness strategies based on Brown Levinson theory (1987) and also five classification on speech act based on Searle theory (1976).

3.2. Data and Data Source

The data of this study are the utterances of Donald Trump in his public communication campaign. The data source of this study is the script of Donald Trump's speech in his campaign at Trump Tower, New York. The speech was released in June 18, 2015.

3.3 Procedures of Data Collection

The writer in this study used some steps in collecting the data as follows:

1. Selecting the Speech

The writer chooses the first speech of Trump. The speech was released in June 18, 2015 in his campaign at Trump Tower, New York. The speech duration is 45 minutes 36 seconds.

2. Downloading the speech

The writer chooses the longest duration of Donald Trump's speech in YouTube, then the writer downloading the video.

3. Watching and Listening the speech in order to understand the meaning

The writer watched the video carefully and listens to the speech of Donald Trump and hearer interaction.

4. Writing the transcript

After watching and listening to the speech, the writer starts to write the transcription of Donald Trump's speech and separate into clauses.

5. Identifying the utterances that shows speech act and politeness strategy produced by Donald Trump and hearer.

3.4. Data Analysis

Analyzing the data is a very important way in the study. The steps to analyze the data are as follows:

1. Categorizing utterances into illocutionary act classification based on Searle theory (1976).

Example: Table 1. Types of illocutionary act.

Utterances	Representatives	Directives	Commisives	Expressives	Declaratives
1. I will immediately terminate President Obama's illegal executive order on immigration, immediately			**X**		

2. Categorizing utterances into positive-negative politeness strategies based on Brown and Levinson (1987).

Example: Table 2. Type of positive-negative politeness strategies

Utterances	Strategy																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1. Wow. Whoa. That is some group of people. Thousands.		x																	

3. Calculating the frequency of illocutionary act type and positive-negative politeness strategy that mostly used by Trump.

4. Analyzing the result of illocutionary act types and politeness strategy which are mostly used based on the theory to find out the message which Donald Trump tries to convey through his speech.

5. Drawing conclusion.