

CHAPTER III

METHODOLOGY

This chapter is aimed to develop the research method, source of the data and data, data collection and analysis procedures used to carry on this study.

3.1 Research Method

The present study focuses on transcript analysis. Thus, the method of this research is the content analysis. This content analysis technique can be defined as “a research methodology that builds on procedures to make valid inferences from text” (Anderson, Rourke, Garrison, & Archer, 2001). Content analysis can be used to examine typically written documents or transcriptions of recorded verbal communication (Holsti, 1968: 608). This study analyzed the politeness strategies applied by the host and the guest of a talk show in order to maintain each other’s face. Moreover, this study also analyzed the flouting of cooperative principles as the result of applying certain politeness strategies. The analysis was based on the criteria of politeness strategies and social factors impacting politeness employment by both the host and the guest explained in the literature review.

3. 2 Source of the Data

Source of the data of this research is a talk show from US entitled *The Late Night Show with Jimmy Fallon*. The writer chooses the episode 658 from season 1 which aired on April 24, 2012 featuring Barack Obama as the sole guest.

3. 3 Data

Data of this research are utterances indicating FTAs (Face Threatening Acts), the use of Politeness Strategy as to minimize the threat and the social factors influencing the politeness strategies employment of the host Jimmy Fallon and the guest Barrack Obama in the talk show *The Late Night Show with Jimmy Fallon* season 1 episode 658 aired on April 24, 2012.

3. 4 Research Procedure

There are two procedures in conducting this research: data collecting procedures and data analysis procedure. The data collection procedures includes the activities of selecting the reality show, finding information about the reality show (including the video of the reality show), and conducting library studies. The second procedure which is data analysis procedures includes the activities of classifying the data, analyzing the data, and drawing the conclusions based on the analysis.

3. 4. 1 Data Collecting Procedures

In collecting the data, there are several procedures which were used in this study, they are:

1. The writer downloads the video of the reality show from Youtube.
2. The writer watches the talk show and selecting the episode that is going to be analyzed by considering the amount of FTA and politeness strategies appeared in the program. Beside, the writer also considers the guest appeared in the show.
3. The writer watches the video of the *Late Night Show with Jimmy Fallon* which aired at April 24, 2012 with Barack Obama as the guest many times in order to have a deep understanding of the conversation along with its context.
4. The writer makes the transcription of the participants' utterances in the show.

3. 4. 2 Data Analysis Techniques

The data were analyzed by following some steps such as:

1. The writer divides the data into the units of adjacency pairs between host and the guest.
2. The writer classifies the utterances contained FTA based on the criteria as explained in the chapter 2.

3. The writer classifies the utterances containing politeness strategies based on the criteria as stated in the chapter 2
4. The writer classifies the utterances showing the factors influencing politeness employment based on criteria. The factors are Power (P), Social Distance (D), and Ranking of Imposition (R).
5. The writer creates the percentage in order to show the politeness strategy which is mostly used by the both the host and the guest and the factors that is mostly influencing certain politeness strategy employment.
6. The writer chooses several utterances and analyzed what politeness strategy is used by both the host and the guest in order to maintain each other's face by making it into some extract which has context, dialogue between the participants and comment about the politeness strategy used.
7. The writer chooses several utterances and analyzed what factors of the participants used as the result of applying certain politeness strategy by making it into some extract which has context, dialogue between the participants and comment about the factors influencing politeness employment.
8. The writer draws a conclusion based on the analysis.

The writer makes two different tables put in the appendixes. The first table is made in order to show the result of each conversation containing face threatening acts and politeness strategy used. The second table is for social factors influencing politeness strategies employment by both the host and the guest in the show.

Table 3. 2 The Table Analysis of Politeness Strategy in *The Late Night Show Jimmy Fallon featuring Barrack Obama* season 1 episode 658

No	Speaker	Utterance	Mechanism	Characteristic	Explanation	Politeness Strategy
1.						
2.						
3.						
4.						
5.						
6.						

Table 3.3 The Table Analysis of Social Factors Influencing The Choice of Politeness Strategies Used in *The Late Night Show Jimmy Fallon featuring Barrack Obama* season 1 episode 658

No.	Context	Requester	Requestee	Politeness Strategies	Power	Social distance	Ranking of imposition
1.							
2.							
3.							
4.							
5.							
6.							