

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the researcher provides several points to convey the research method. It consists of research design, data and source of data, research instrument, techniques of collecting data, and techniques of analyzing data.

#### **A. Research Design**

The method of this research is qualitative using ethnographic of communication research design where the researcher analyzes communication within the wider context of social and cultural practices. According to Cresswell (1994), ethnographic design a procedure of qualitative research to describing, analyzing, interpreting a pattern of behavior used by various cultures group overtime. Culture is everything related to human behavior and beliefs such as language, rituals, structures of political and economic, the stages of life, interactions, and communications. Sometimes, the ethnographer spends time for observing, interviewing, collecting the data to understand the cultures, beliefs, behaviors, and language of the groups.

Wolcott (1994) stated that ethnographic design can give a detailed description of the daily activities such as thought and activity of the search committee in the working of the new headmaster. The researcher can be a participant of a group or only as of the observer which gathering larger data

through interviewing many people and collecting the data to do a record of cultures from the various group. Base on this theory, the researcher uses this design to get information related to the speech function of an English teacher and politeness strategy used by English teacher and students in EFL classroom interaction.

The concept of ethnography of communication is introduced by Dell Hymes in 1962. In that year, Hymes (1962) combined ethnography, description, and analysis of culture with language then description and analysis of language. Ethnography of communication is related to various cultures and subcultures from various speech in a different social context.

Meanwhile, according to Donald Carbaugh (1989), ethnography of communication is an approach, a perspective, and method to and is the study of culturally distinctive means and meanings of communication". Based on this theory, the researcher uses this design to get information related to the speech function of an English teacher and politeness strategy used by English teacher and students in the EFL classroom.

## **B. Data and Source of Data**

According to Arikunto (1996), the source of data is taken from the subject where the data obtained. The data of this study is the utterances of English teacher and students during the learning process from the opening to the closing activity in the classroom which is taken by observation. The

researcher records the activity of English teacher and students during the learning process for once. So, the researcher gets one disc.

### **C. Object of the Study**

The objects of this study are speech functions used by English teacher and the utterances of politeness strategies used by the English teacher and students at SMA Negeri 1 Prambon. The researcher selects one English teacher and XI MIPA 2 students of SMA Negeri 1 Prambon. The following are the criteria of English teacher who is being the object of study:

1. The teacher has experience in teaching English at least 3 years.
2. The teacher is an expert in teaching English.
3. The teacher has a certificate as a professional teacher from the government (teacher certification).

Meanwhile, the reason of the researcher choosing class XI MIPA 2 as the object of study is because the students of that class have a high score and the faster an understanding of the lesson. SMA Negeri 1 Prambon is the school that has accreditation A.

### **D. Research Instrument**

Creswell (1994) stated in his book entitled "Educational Research" the standard of collecting data in the field are observation and interviews. A field in ethnographic means that the researcher gets the data in the place where the participants are located.

In this research, the researcher used some instruments to collect the data. The instruments help the researcher who needs to gather the data more accurately. The research instruments are audiovisual recorder and field notes.

### **E. Technique of Collecting Data**

The research method that the researcher used is an ethnographic qualitative method. There are some steps that the researcher used to collect the data in conducting the research such as doing observation and interviews.

#### **1. Observation**

The qualitative researcher used observation as another significant method of text generation to collect the data. Potter (1996), "*Observation is the technique of gathering data through direct contact with an object—usually another human being. The researcher watches the behavior and documents the properties of the object*". Observation is used to get knowledge which the researcher does not know before and description of the real situation in a field. Besides it, the chronology of the event can be recorded coherently.

To get the data needed, the researcher comes to the class and observes the activity in classroom learning. The researcher uses field notes as a common method of collecting data during observation. According to Bogdan and Biklen (2006), in field notes, the researcher takes a brief note and expands it. There are two kinds of field notes. The first is descriptive field notes where the researcher captures the real

situation without any opinion. The second is reflective field notes where the researcher puts the opinion related to the researcher's research. The researcher also uses audiovisual recorder during observation to capture the real situation in classroom learning. This technique is used to identify the information of speech function used by English teacher and types of politeness strategies used by students in the learning process.

## 2. Interview

According to Cohen, L., Manion, L., and Morrison, K. (2007), an interview is a technique to gather the data by using dialogue both directly and indirectly, in other words by using certain media between interviewer and interviewee as a source of data. In this research, the researcher gives questions to the teacher and student to get information about activities during the learning process. The purpose of this data interview is to confirm data observation.

## **F. Technique of Analyzing Data**

After collecting the data, the researcher analyzes the data by using a coding scheme. Hymes (1972) said that systematically, a coding scheme is a tool from the ethnography of communication research design. The stages of analyzing data are:

### 1. Preparing the data

Qualitative research can be analyzed using various data. Generally, when the data is taken from the audiovisual recorder, it must be transformed into written text.

### 2. Defining the unit of analysis

According to Webber (1990), defining the unit of analysis is the fundamental and important part of analyzing the data. In this step, the researcher defines the data into functions of speech used by English teacher and types of politeness strategy used by the students in the classroom during learning activities.

### 3. Developing categories and a coding scheme

After defining the unit of analysis, the researcher develops the unit of analysis to the several categories of speech functions based on Halliday's theory and types of politeness strategies based on Brown and Levinson's theory. After developing categories, the researcher establishes each of the categories in a coding scheme. According to Creswell (1962), Coding is the process of segmentation and labeling text to form descriptions and broad themes in the data. In a coding process, the researcher identifies text segments and decides the word or phrase accurately to describe the meaning of text segments. The text segment is sentences and paragraph which related to one code. Codes are the label

used to describe the text segments. The researcher uses the table to describe the text segment. The data coding is arranged as the following:

1. Speech function
  - a. The ordinal number of each data
  - b. The object of speaker
  - c. The utterance that produced by the speaker (teacher (T) or students (S) )
  - d. The catagories of speech function

The form of speech functions used by the teacher as follows: statements (S), offer (O), command (C) and questions (Q). The example of coding is the bellow:

**Table 1.1**  
**The example of coding scheme of speech function**

No	T/S	Utterance	Speech Function	Highlight
1	T	What date is today?	Q	Getting information of the date
2	T	I will call you, Alaric.	S	Giving information
3	T	In English?	Q	Giving the test
4	S	Present. I always present.	S	Giving information

2. The types of politeness strategies
  - a. The number of each data
  - b. The object of speaker

c. The utterance that produced by the speaker

The form of types of politeness strategies used by EFL learners as the following: bald on record (BOR), off-record (OR), positive politeness (PP), and negative politeness (NP).

The following is the example of coding:

**Table 1.2**  
**The example of coding scheme of politeness strategies**

No	T/S	Utterances	Types of politeness	Types of politeness strategy	Highlight
1	T	What date is today?	BOR	Case of channel noise	Avoiding crowded situation
2	T	I will call you, Alaric.	PP	Seek agreement	Getting student's attention
3	S	Enten	PP	Joke	Giving answers that don't fit the question

4. Drawing the conclusion

After the researcher selects and codes the text or utterances by following theory above, the researcher draws the conclusion on each category of speech functions and types of politeness strategies in the form of a paragraph.



**G. Validation of the Data**

In qualitative research, the data can be said accurately if the data are valid. In this research, the researcher determines to use a triangulation technique to check the validity of data. Triangulation is conducted by examining whether the process, result, and method used are going well. The researcher uses methodological triangulation. Methodological triangulation is conducted by comparing information or data in different ways. In this research, the researcher uses observation and interview methods to check the truth of data. Therefore, the researcher interviews English teacher then compares the data interview and data observation.