

CHAPTER III

RESEARCH METHOD

This section will discuss about the research design, research instrument, data collection, data analysis of this research analysis.

A. Research Design

The research design refers to the general strategy that the writer prefer to integrate the various parts of the study in a coherent and logical way, thereby, making certain the writer can effectively address the analysis problem; it constitutes the blueprint for the gathering, measurement, and analysis of information. This research use descriptive-qualitative method, that is the foremost appropriate and relevant to apply in analyzing the data. The case of research design is additionally helpful for testing whether or not a selected theory actually applies to phenomena within world. It is a useful design when not much is known about an issue or phenomenon Descriptive studies also aimed at finding out about what is, so observational and survey are frequently used to collect descriptive data (Borg and Gall, 1989).

Qualitative is different from quantitative research design. The data of qualitative cannot analyze in mathematically way. Qualitative research is more open to personal opinion and judgment, so can only ever give observations rather than results. According to How to Design and Evaluate Research in Education (1932:440) state if qualitative research use three main techniques to collect and analyze data, there are observing people as they go about their daily activities and

recording what they do, conducting in-depth interviews with people about their ideas; their opinions and their experiences, analyzing documents or other forms of communication (content analysis).

B. Research Instrument

This step is how the researcher get the data to be analyze. The researcher here is the instruments of this study. It is because the researcher want to know what the categories of speech act was used in the Sundar Pichai's speech. Furthermore to know the effect of the speech to the listener. Note taking also useful to writer in assembling data required. Other than that, the researcher want to know about what kind of speech act categories and the most dominant of speech act categories in the speech.

The researcher spend considerable time to focus when analyzing the data of speech. Resource is need to support the analyzing process. There are some resource to help analyze the data such as internet, article, journal, literature book, dictionary, and others that related to this study.

C. Data Sources

This study is in shape of analyzing documents or other forms of communication (content analysis) in the form of a speech transcript. The transcript of the speech by Sundar Pichai in the YouTube online event with the theme "Dear Class 2020", as the primary data and the writer downloaded his video from YouTube.

D. Data Collection

The method of collecting data in this research used a documentation where listening and watching the video, reading and note-taking technique were employed to collect the data. This technique is to provide the data by listening and watching carefully and then continuing by note-taking. This technique of collecting data is a non-interactive technique since it does not involve the researcher to interact with subjects who are being studied.

1. Get in to the web to search the full transcript of the commencement speech of Sundar Pichai in the online event with the theme of Dear Class 2020. Then, watch the video on YouTube search with the keyword as the transcript.
2. Read and observing the full transcript of the speech.
3. Decide the speech acts that appropriate to each utterance.
4. Classify each utterance which has been matched in to each categories.

E. Data Analysis

The data analyzed by using speech act theory from Searle and Yule. The theory from both of them were use to identify the kinds of speech acts especially illocutionary act produced by Sundar Pichai in commencement speech. The writer analyzed what kinds of illocutionary act then the affect in his speech using speech act theory. Then describe them and categorize, which is the dominant of speech act.

F. Triangulation

Based on Martens (2005), triangulation is used to check the information that has collected from the different sources or method for consistency or evidence across sources data. There were four kinds of triangulation namely data triangulation, investigator triangulation, theory triangulation, and methodology triangulation.

The basic idea of triangulation is that the phenomenon under study can be understood well, so that a high level of truth can be obtained when approached from various points of view. Triangulation is an attempt to check the truth of data or information obtained by researchers from various different points of view by testing as many biases as possible during data collection and data analysis.

In this study, the researcher used triangulation expert validity in an effort to validate the data and analyze the data. The researcher has chosen one of the lecturers of IAIN Kediri to validate this research, on the grounds that his ability and expertise is unquestionable in the field of linguistics. The expert will assess the data discovery and data analysis of this research. When improvements have been made, the expert will state that the results of this study are valid.