CHAPTER III

METHODOLOGY

The third part of this research is methodology which consists of research approach, data and data sources, research instruments, data collection, data analysis, interpret the data, and draw the conclusion.

3.1. Research Approach

As mentioned in the research problem, this study described about the kinds of speech act contained in persuasive utterances, functions of persuasive utterances and the persuasive techniques used by Barack Obama in his political campaign speeches. So, this research used descriptive qualitative. The researcher used this method because the researcher describes and analyzes every persuasive utterances in Barack Obama's campaign speeches. This approach was chosen because it can provide in-depth and detailed understanding relating to a matter concerning the persuasive utterances used by Barack Obama in his campaign. Qualitative approach used in this study is intended to generate descriptive data in the form of words spoken or written from a human or a human behavior that can be observed. Moleong (1994) said that form of descriptive research are words, sentences, picture, not number. The purpose of descriptive research is to give clear explaination and description about the research object.

1.2. Data and Data Source

The data of this research were all of utterances in Barack Obama's campaign speeches which contain the persuasive utterances. The data source is

32

videos of Barack Obama's campaign speeches. The researcher obtained the videos of political campaign speeches from Youtube. The researcher chose videos of Barack Obama's campaign speeches because he is a great figure, because he tried achieved of American's dream without discriminate the race, skin color and culture. In addition, the researcher chose a political campaign videos to conducted the research about persuasive utterances through speech act theory, in order to the society can more understand about the purpose and meaning of the utterances that said by someone in political campaign speech. So, the listeners can do the right act.

The researcher chose six videos of Barack Obama's speeches. The three videos from first period (2007-2008) and three videos from second period (2012).

FIRST PERIOD			
No	Date / Place	Titles of Videos	Duration
1	February 10, 2007/ at Springfield, Illinois	Barack Obama *Official Announcement of Candidacy for US President*	22:03 minutes
2	November 10, 2007 / at Veterans Memorial Auditorium, Des Moines, Lowa	Barack Obama *Speech at the Jefferson-Jackson Dinner*	20:49 minutes
3	January 8, 2008 / at Nashua, New Hampshire	Barack Obama *New Hampshire Primary Concession Speech: Yes We Can*	13:10 minutes

SECOND PERIOD			
No	Date / Place	Titles of Videos	Duration
1	October 19, 2012 / at Fairfax, Virginia	Barack Obama *Campaign Rally in Fairfax, Virginia*	21:31 minutes
2	October 27, 2012 / at Nashua, New Hampshire	Barack Obama *President Obama campaigns in Nashua*	22:04 minutes
3	November 5, 2012/ at Des Moines, Lowa	Barack Obama *Obama's Last Campaign Rally in Iowa 2012 - Election Night*	41:30 minutes

3.3. Research Instrument

The main instrument to collected the data was the researcher. The researcher collected the data, identified the data (kinds of speech acts contained in persuasive utterances, functions of persuasive utterances, and kinds of persuasive techniques), classified it into table, analyzed it and drawed conclusion. However the researcher also needed some tools, such as laptop, papers, pen, internet, and headset to help the researcher collected the data.

3.4. Data collection

The technique used to get the data in this study was the observation techniques. Observation techniques by their nature into two parts, they are direct and indirect observation techniques. Direct observation techniques was the technique of data collection by direct observation of the phenomena subject to be investigated. Whereas indirect observation techniques was the collection of data

through observation of phenomena subject to be investigated by an intermediary tool. This study used data collection techniques indirectly. Because the researcher obtained the videos of political campaign speeches from Youtube.

Data is the most important aspect to conduct a research so, the data must be collected effectively, easily, and in a correct step. To collect the data, the researcher did some steps as follows:

1. The researcher searched and downloaded vidoes of Barack Obama's campaign speeches from Youtube.

Figure 3.1 *Search and Download Barack Obama's Videos from*

www.youtube.com

2. After that, the researcher searched and downloaded the scripts of Barack Obama's speeches
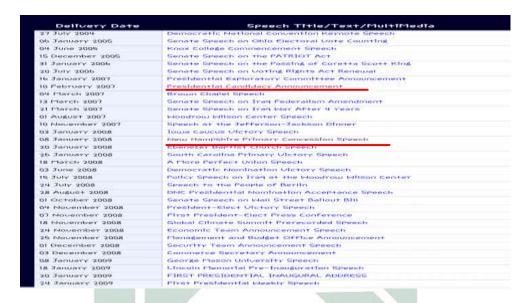
Figure 3.2 *Search the scripts of Barack Obama's speeches from*

http://www.americanrhetoric.com/barackobamaspeeches.htm

Figure 3.3 *Search the scripts of Barack Obama's speeches from*

http://www.presidency.ucsb.edu/2012_election_speeches.php?candidate=44&doctyp

e=1150

3. The researcher matched the scripts with the videos by reading the scripts and listening Barack Obama's videos.

4. And the last, the researcher used the scripts to find and collect the data of persuasive utterances uttered by Barack Obama in his potical campaign speeches by give underline.
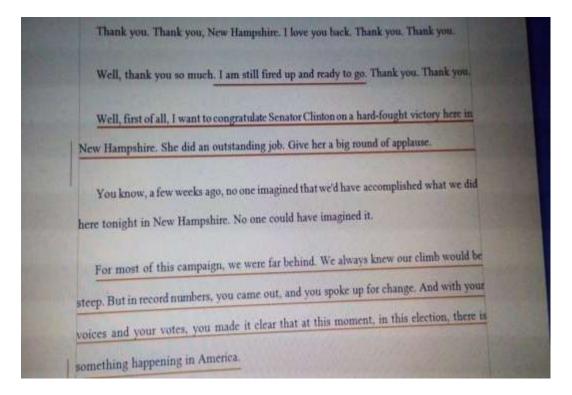

Figure 3.4 *Finding and Collecting Persuasive Utterances*

3.5. Data analysis

The data analysis was done after the data were collected and classified description and interpretation to answer the various problems that have been mentioned above. To analyzed the data, the researcher established some steps, such as:

3.5.1. Identifying the kinds of speech act, functions of persuasive utterances, and kinds of persuasive techniques.

In this part, the researcher begins to identified the kinds of speech acts contained in persuasive utterances by Searle's classification (*representatives, expressives, commissives, directives,* and *declaratives*), functions of persuasive utterances , and persuasive techniques by Keraf's classification (*rationalization techniques, identification techniques, suggestive techniques, conformities techniques, compensation techniques, displacement techniques* and *projection techniques*). The researcher gave codes the data in order to make the researcher easily to classify the data.

1. Codes for Kinds of Speech Acts
   a. Representatives will be codes **R**
   b. Expressives will be codes **E**
   c. Commissives will be codes **C**
   d. Directives will be codes **Di**
   e. Declaratives will be codes **D**

2. Functions of Persuasive Utterances
   a. Pressure will be codes **Pre**
   b. Command will be codes **C**
   c. Request will be codes **R**
   d. Hope will be codes **H**
   e. Suggestion will be codes **S**
   f. Allow will be codes **A**
   g. Persuasion will be codes **P**
   h. Appeal will be codes **Ap**
   i. Invitation will be codes **I**
   j. Urging will be codes **U**
   k. Prohibition will be codes **Pro**
   l. Congratulation will be codes **Co**
   m. Permitting will be codes **Per**

n. Curse will be codes **Cu**

o. Convince will be codes **Con**

p. Assert wil be codes **As**

3. Kinds of Persuasive Techniques

a. Rationalization will be codes **R**

b. Identification will be codes **I**

c. Suggestion will be codes **S**

d. Conformity will be codes **C**

e. Compensation will be codes **Cm**

f. Displacement will be codes **D**
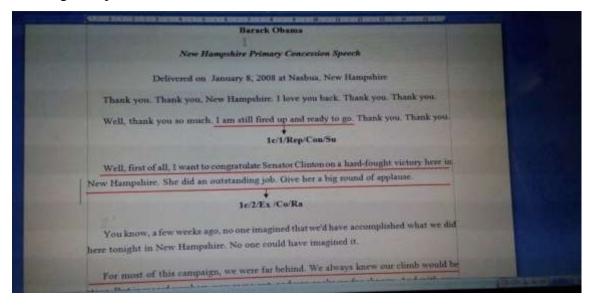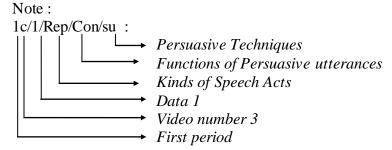
g. Projection will be codes **P**

Figure 3.4 *Example of Identifying Data*

Note :
1c/1/Rep/Con/su :

→ *Persuasive Techniques*
→ *Functions of Persuasive utterances*
→ *Kinds of Speech Acts*
→ *Data 1*
→ *Video number 3*
→ *First period*

3.5.2 Classifying and determining each kinds of speech acts contained in persuasive utterances, functions of persuasive utterances, and kinds of persuasive techniques.

The researcher classified the kinds of speech acts contained in persuasive utterances, functions of persuasive utterances, and kinds of persuasive techniques and put it in the form of table.

To know the highest frequency of kinds of speech acts contained in persuasive utterances, functions of persuasive utterances, and kinds of persuasive techniques, the researcher applied it in the precentage by using this formula:

$$\text{Percentage of each kind: } \frac{a}{b} \text{ X } 100 \text{ \%}$$

a : *Frequency of each kinds of speech acts, functions of persuasive utterances, and kinds of persuasive techniques*

b : *The total number of frequency*

No	Kinds of Speech Acts	Data	Frequency	Percentage
1.	Representatives			
2.	Expressives			
3.	Commissives			
4.	Directives			
5.	Declaratives			

Table 3.1 *Example of Classifying Kinds of Speech Acts*

No	Function of Persuasives Utterances	Data	Frequency	Percentage
1.	Pressure			
2.	Command			
3.	Request			
4.	Hope			
5.	Suggestion			
6.	Allow			
7.	Persuasion			
8.	Appeal			
9.	Invitation			
10.	Urging			
11.	Prohibition			
12.	Congratulation			
13.	Permission			
14.	Curse			
15.	Convince			
16	Assert			

Table 3.2 *Example of Classifying Functions of Persuasive Utterances*

No	Kinds of Persuasive Techniques	Data	Frequency	Percentage
1.	Rationalization			
2.	Identification			
3.	Suggestion			
4.	Conformity			
5.	Compensation			

6.	Displacement			
7.	Projection			

Table 3.3 *Example of Classifying Kinds of Persuasive Techniques*

3.6 Interpret the data

The next step was the researcher will analyzed the data of persuasive utterances based on speech acts classification by Searle's theory, the function of persuasive utterances, and the persuasive utterances based on Keraf's classification. The researcher explained it in depth so, the readers can understand clearly.

3.7. Drawing conclusion

The last proccess of this research, the researcher made a conclusion about the finding of the kinds of speech acts contained in persuasive utterances based on Searle's classification, functions of persuasive utterances, and the persuasive techniques used by Barack Obama in his political campaign speeches based on Keraf's classification.