

CHAPTER III

This part tells about how the writer collects the data and analysed this research. This research include of research design, data collection, data and data source, instruments, techniques of data collection.

3.1. Research Design

In conducting this research, the writer adopted content analysis in her research. Busch, et al. (2012) stated that content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, etc. To conduct a content analysis on any such text, the text is coded or broken down, into manageable categories on a variety of level word, word sense, phrase, sentence, or theme and then examined using one of content analysis.

3.2. Data Collection

3.2.1. Data and Data Sources

K-pop Star 6: The Last Chance is a Korean survival program with English subtitle. The data source of this research was taken from the transcripts of the K-pop Star 6: The Last Chance program. While the data of this research was taken from the utterances of the judges that the writer finds in the K-pop Star 6: The Last Chance program.

3.2.2. Instruments

Research instrument is very important to obtain the data of research. In this research, the instrument was the writer herself by finding, identifying, classifying, and analyzing the positive politeness strategies in utterances which produced by the judges of K-pop Star 6: The Last Chance.

3.2.3. Technique of Data Collection

The data in this research were taken from the utterances which consist words, phrase and sentence that expressed by the judges in K-pop Star 6: The Last Chance. There are some steps that the writer applied in collecting the data:

1. Watched all 11 episodes of K-pop Star 6: The Last Chance.
2. Searched and download the transcript of the video.
3. Read and get an understanding in the content of the transcript.
4. Selected the data from the transcripts by underlining the utterances of the judges that include the positive politeness strategies.

154
00:11:45,102 --> 00:11:48,832
(What does this mean?)

155
00:11:55,502 --> 00:11:58,032
You are a great singer. You have a good sense of rhythm.

156
00:11:58,202 --> 00:11:59,602
I can see that.

157
00:12:01,932 --> 00:12:04,202
I actually haven't watched that clip yet.

Exaggerate

2. Classifying

The writer classified every utterance which produced by the judges in K-pop Star 6: The Last Chance based on the positive politeness strategies. In order to make the classification and analysis of the data in this research easier, each utterance is marked with a code. The coding of data in this research can be seen through the following ways:

Codes for positive politeness strategies:

- Notice, Attend to Hearer (NAH)
- Exaggerate (EGT)
- Intensify Interest to the Hearer (IIH)
- Use in group Identity Markers (UID)
- Seek Agreement (SAG)
- Avoid Disagreement (ADA)
- Presuppose/ Raise/ Assert Common Ground (PRA)
- Joke (JK)
- Assert/ Presuppose Speaker Knowledge of an Concern for Hearer (SKCH)
- Offer or Promise (OPM)
- Be Optimistic (BOP)
- Include Both Speaker and Hearer in Activity (BSH)
- Give or Ask For Reason (GAS)
- Assume or Assert Reciprocity (AAR)
- Give Gift to the Hearer (GGH)

| No | Code | Episode/ Page/ Line |
|-----|------|---------------------|
| 1. | NAH | 06/17/14 |
| 2. | EGT | 01/11/10 |
| 3. | IIH | |
| 4. | UID | |
| 5. | SAG | |
| 6. | ADA | |
| 7. | PRA | |
| 8. | JK | |
| 9. | SKCH | |
| 10. | OPM | |
| 11. | BOM | |
| 12. | BSH | |
| 13. | GAS | |
| 14. | AAR | |
| 15. | GGH | |

Note: Data 1 was found in Episode 1 page 17 and line 14.

3. Interpreting

In this research, the researcher made interpretation of the data of utterances which contain of positive politeness strategies. The reason is to find out the impact which to reveal in using positive politeness strategies that expressed by the judges in the K-pop Star 6: The Last Chance. It represents to answer the research problem no. 2.

