

CHAPTER III

RESEARCH METHODOLOGI

This chapter explains about research design, instruments, techniques of data collection and data analysis.

3.1 Research Design

The researcher adopts content analysis as a method. Dörnyei (2007) assumes that qualitative data can come from many sources. Cameron (2001) states that many researchers deal with an interest in discourse analysis, especially with spoken data using qualitative approach. The researchers used audio recording data and transcribe data to analyse the content that occurs in dialogues between the announcers and the callers complaints in radio especially in complaints section handling complaints from the callers.

3.2 Data collection

3.2.1 Data and Data Sources

The data sources of this study were the announcers and callers in radio. The radio is Suara Suarabaya. The uniqueness of Suara Surabaya radio that it is the only one critical radio. Suara Surabaya is popular with news interactive solutive. This radio is the voice of Surabaya's people to share their voices, such as, traffic information, opinions, and complaints, and so on about the conditions of Surabaya. Mostly, Suara Surabaya contains traffic information.

Suara Surabaya FM is lively aired in 100.00 FM. Suara Surabaya is lively aired every day. In this research, the writer recorded in Monday until Friday in 6 am until 1pm. The recording was done on 26th April 2017 until 26th May 2017. The writer choose in Kelana Kota programs radio.

This research needs deep analysis to analyze the complaint sections in dialogues between the announcers and the callers complaints in radio. Meanwhile, the data were taken from naturally recorded data. Here, the writer used audio recording data from telephone.

3.2.2 Instrument

The instrument used in this research was human instrument. The human instrument was the research herself, because she is the one who collects and analyse the data. Additionally, the researcher also used some supporting instrument such as, laptop, audio recording, hand phone, paper, earphone, and so on.

In order to record the dialogues when the announcers and the callers occurs, the researcher used a hand phone as audio recorder. The recording process is quite easy to be done, because has noise voice that annoying the through of recording.

3.2.3 Techniques of Data Collection

The writer used the following techniques to collect the data, as followed:

1. The writer recorded the data in Suara Surabaya radio at 6 am till 1 pm in a month.
2. The writer transcribed the dialogues between the announcers and the callers.
3. The writer coding the transcript.
4. The writer identified the type of complaints.
5. The writer classified types of complaints.
6. The writer analyzed the classified of complaints.
7. The writer identified the handling of complaints by the announcers.
8. The writer analysed the handling of complaint by the announcers.
9. After all the writer drawing the conclusions.

3.3 Data Analysis

In analysed the data, the writer used several types below.

1. Identifying the Complaints.

The first step in data analysis was identified kinds of complaints. After the writer collected the data, she

identified the kinds of the complaints that occurs in the dialogs by giving the signs of the complaints. For the examples bellow.

C6: betul mas Isaj

A1: kenapa pak?

C6: setiap kali ada lubang sudah kita kirim surat, kita foto, kita koordinasikan, namun dari balai besar maupun PT.KAI ini kyknya kok salin melempar gitu loh mas, mungkin ada solusi dr radio SS mungkin lebih mengena begitu

A1: apa pak yang dipersoalkan

C6: satu diantaranya bila hujan atau basah, ini anggota selalu siap siaga di tepi rel mas

figure 3.1 Examples of identified the complaints

2. Classified the Complaints.

The writer classified the data that exist in dialogues is from highest number till lowest number. And the writer applied each total number of the classified of complaints into percentage by using the following formula:

$$\frac{c}{100} \times 8 = n$$

n= number of percentage
c= complaint that found in the dialogs
8= number of complaint in point

And in applied total number of handling complaints into percentage by using formula below:

$$\frac{x}{y} \times T \times 100$$

Table 3.3 Coding of Announcer and Caller

Code	Meaning
A1	Announcer 1
C1	Caller 1

