### **CHAPTER III**

#### RESEARCH DESIGN

This part tells about how the writer collects the data and analyzes this study. The approach of the study will be explained in this chapter.

## 3.1 Research Design

The writer applied the descriptive qualitative research. According to Bogdan (1975:30), qualitative method is a research procedure, which observes the data in a form of written or spoken words people and includes their behavior. This study intended to make description about situations or events. In addition, the study intended to describe the behaviors of the participants in a certain situation. Therefore, it is appropriate to apply descriptive-qualitative approach in analyzing the data.

# 3.2 Data Source

The data was taken from conversations of the talk show namely Jimmy Kimmel that focuses on the guest named Selena Gomez and host named James Christian Kimmel which consist of many positive politeness strategies. It is a refreshing talk show program on ABC in America with 60 minutes duration.

# 3.3 Technique of Data Collection

In collecting the data, the writer did the following steps. First, the writer watched Jimmy Kimmel talk show episodes on youtube. The Second, the writer choose the episode of Selena Gomez. Third, the writer downloaded the video

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"Selena Gomez" episode. afterwards, the writer transcribed the conversation into

script. Finally, the writer deleted unnecessary in order to avoid confusions and

technical errors.

3.4 Instrument

The instruments of this research was the researcher herself, where it was

accepted as the characteristic of qualitative research that the writers can be a key

instrument for their own research (Bogdan, 1975:29). The data was collected by

watching digital file video Jimmy Kimmel talkshow. It was taken from the

conversations of Jimmy Kimmel and Selena Gomez. All the activities was done

by the personal computer via video player and Microsoft office.

3.5 Technique of data Analysis

After collecting the data in positive politeness strategies the writer

analyzed the data in positive politeness by conducting several steps. The writer

elaborated the positive politeness strategies in "Jimmy Kimmel" talk show. The

writer explained the existing parts entirely.

The first step which was done by the writer was identifying politeness

strategies by Jimmy Kimmel talkshow.

For example:

Jimmy: how are you doing?

Selena: fine

Jimmy: you look great, very good to see you.

Second , the writer classified the data according to the types of positive politeness strategies based on Brown and Levinson theory.

| No. | Positive politeness strategies       | Utterance                        |
|-----|--------------------------------------|----------------------------------|
| 1.  | Notice, attend to Hearer             |                                  |
| 2.  | Exaggerate (Aproval, Sympathy,       | 2. "You look great, very good to |
|     | Interest with Hearer)                | see you."                        |
| 3.  | Intensify interest to Hearer         |                                  |
| 4.  | Use in-group identity markers        |                                  |
| 5.  | Seek Agreement                       |                                  |
| 6.  | Avoid Disagreement                   |                                  |
| 7.  | Presuppose/raise/assert common       |                                  |
| 8.  | ground                               |                                  |
| 9.  | joke                                 |                                  |
|     | Assert or Presuppose S's Knowledge   |                                  |
| 10. | of and Concern for H's Wants         |                                  |
| 11. | Offers, Promise                      |                                  |
| 12. | Be optimistic                        |                                  |
| 13. | Include both S and H in the activity |                                  |
| 14. | Give (or ask for) Reasons            |                                  |
| 15. | Assume or assert reciprocity         |                                  |
|     | Give Gifts to Hearer                 |                                  |

The table above is representative of the next chapter. It is meant to draw rough image of analysis. Therefore, the writer did not fully put all the data on this chapter in avoiding of spoiling the content of the next chapter.

Third, the writer was explained based on the factor influencing in positive politeness. Finally, the writer concluded the result of analysis.

