

## 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

“Selena Gomez” episode. afterwards, the writer transcribed the conversation into script. Finally, the writer deleted unnecessary in order to avoid confusions and technical errors.

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.

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.

For example:

Selena: fine



