CHAPTER III

RESEARCH METHODS

In this chapter, the researcher discussed the research approach, the method of the study, the source of data, the procedures of data collection, and the procedures of data analysis.

3.1 Research Design

As this research was conducted in analyzing a specific element, which is to analyze a positive politeness strategy in the novel entitled "*memoirs of geisha*". the type of this research was descriptive research. It can be called descriptive because it described a linguistic phenomenon. The researcher tried to explain the phenomenon under the study. As stated by Ary (1990: 381): "Descriptive research studies are designed to obtain information concerning the current status of phenomena'. It explained that a descriptive research is used to give more information or explanation of the utterance which is used by the characters in the novel.

3.2 Instruments

As a descriptive interview and investigate the data (novel), the key instrument of the present study was the researcher herself. Such study of positive politeness and the novel itself. Therefore, she spent a great deal of her time reading and understanding the related theories and concepts before collecting and analyzing the data. Thus, she acted as an instrument and a data collector at the

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same time. The researcher was the main instrument, because it was impossible to investigate directly without any interpretation from the researcher herself.

3.3 Data and Data Source

Source of data refers to the subject from which the data are obtained (Arikunto, 2002: 107). Data themselves may appear in the form of discourse, sentences, clauses, phrases or words which can be obtained from magazines, newspapers, books, etc (Subroto, 1992: 7). The data of this is study is in the form of utterances that considered as positive politeness. The data source is novel entitled "*Memoirs of geisha*".

In conducting this research, the researcher employs the novel entitled "*memoirs of geisha*" directed by Arthur golden. The novel is chosen since the characters apply many kinds of positive politeness strategy. Besides, the characters represent the people in real life, the social and situational contexts are like in the characters in the real world. Data in this research contain the positive politeness strategy spoken by the characters in the novel entitled *"memoirs of geisha"*.

3.4 Data Collection

The researcher uses documentation technique in collecting the data. There are some following steps used by the researcher in collecting the data:

1. Choosing a novel

The first step which is done by the researcher is choosing a novel. It is aimed to get which novel is suitable to be analyzed. The researcher tries to find out any kind of title which consists of characters expressions. So the chosen novel can be used as source of data which be analyzed further.

2. Reading the novel

After selecting the novel carefully, the researcher starts to read the novel accurately. The researcher reads the novel many times first and comprehends it until she really understands all the aspects of the story. This is done because the researcher wants to understand about contain in the novel.

3. Noticing the utterances

During the reading process, the researcher notices all of utterances the expressions performed by the characters in the novel. After rechecking the data and revising some part, the researcher finds the characters expressions that becomes the data of this research.

Table 3.1 The table of noticing the utterance that contain of Positive politeness

No Data	Utterances	Speaker
1	"I'll be late again. Just go and pretend **we** didn't hear her," (32)	Chiyo
2	"What **we** need is smart girl, not a pretty girl." (26)	Granny
3	" where shall **we** spend our day together," (102)	Chiyo
4	"what a shame," little **sweatheart,**" her friend said to me.because if you make Hatsumomo tell you again, you'll lose the chance to find your sister." (46)	Korin
5	"Daddy, **Why are you so old?**" (3)	Chiyo
6	"**You can come with us, well run away together,**"(33)	Chiyo
7	" when **we** were ready to leave," (111)	Mameha
8	"I'll **Promise** never to bother you again" (246)	Chiyo

In table 3.1, utterances that in the bold font and underlined are the example of positive politeness. In those utterances, positive politeness are appear in

different forms, such as strategy 4, strategy 10, strategy 11, strategy 12 and strategy 13 to positive politeness. In this part, the researcher only noticed the utterances contained positive politeness. Then, after noticing all the utterances contained positive politeness, the researcher rechecking all the utterances and revising some part that did not include in positive politeness.

3.5 Data Analysis

To analyze the data, the researcher uses content analysis. Content analysis consists of two kinds: latent and communication contents. Latent content is the content of the document and text while communication content is the message of communication happens (Ratna: 48-49). In latent content, we analyze *"what does x mean?".* The data analysis is done by some steps, they are; indentifying the utterances, classifying the data, determining of the types of positive politeness, describing the context of situation of its positive politeness, and drawing a conclusion. The clearer steps of data analysis as follows:

a. Identifying the utterances that containing of positive politeness;

The first step in data analysis is identifying the utterances that containing the positive politeness. After the researcher collected the data, she identified the utterances that containing expression by giving an underline in different color. We can see the example in picture 3.1.

Picture 3.1 the example of identifying utterances containing positive politeness.

"You want me to tell you where she is? Well, you're going to have to earn the information. When I think how, I'll tell you. Now get out." I didn't dare disobey her, but just before leaving the room I stopped, thinking perhaps I could persuade

her. "Hatsumomo-san, I know you don't like me," I said. "If you would be kind enough to tell me what I want to know, <u>I'll promise never to bother you again."</u>

"Pumpkin, are you from Kyoto? Your accent sounds like you are."
"I was born in Sapporo. But then my mother died when I was five, and my father sent me here to live with an uncle. Last year my uncle lost his business, and here I am."
<u>"Why don't you run away to Sapporo again?"</u>
"My father had a curse put on him and died last year.

Red underline   = Strategy 10: offer, Promise

Yellow underline   = strategy 13: give (or ask for reasons)

b. Classifying the data into each type of positive politeness;

After identifying the utterances, the researcher classified the utterances that have been identified in the first step into each type positive politeness. In table 3.2 below is the way of the researcher in classifying the data into each type of positive politeness.

Table 3.2 Data classification of types positive politeness

N0	Utterances	Types of positive politeness
1	"Little Chiyo, I'll return it soon, I promise."	Strategy 10 = Promise
2	"Why do you want to go there?"	Strategy 13 = ask for reasons
	If we're late, we way as well drown ourselves in the sewer	Strategy 12 = include both S and H in the activity

c. Determining of the kind of positive politeness used in every classification and their frequencies;

The next step that also done by the researcher in analyzing the data is determined of the kinds of positive politeness used in every classification and

their frequencies. In this part, the researcher determined each type positive

politeness and counted their frequencies. In table 3.2, the researcher showed the

frequencies and the percentage of each type of positive politeness performed by

the characters in *Memoirs of geisha,* a novel by Arthur golden.

Table 3.2 Types of positive politeness and their frequencies.

Types of positive politeness	Frequency	percentage
Strategy 13 : give (or ask for reasons)	35	43.2%
Strategy 11 : Be optimistic	20	24.6%
Strategy 12 : include both S and H in the activity	19	23.4%
Strategy 10 : offer, Promise	5	6.17%
Strategy 4 : use in group identity markers	1	1.23%
Total	80	100

d. Describing the factors influencing the use of positive politeness strategies.

After determining the types of positive politeness into each of

classification, the researcher describes of the factors influencing the use of

positive politeness.

(Example):

"Mameha-san! I've just seen a friend of Hatsumomo's!"
"I didn't know Hatsumomo had any friends."
"It's Korin. She's over there ... or at least, she was a moment ago, with another geisha."
*"I know Korin. **Why are you so worried about her?** What can she possibly do?"*
I didn't have an answer to this question.

In the sentence above, that is spoken Mameha to chiyo. The conversation above happened when chiyo go to the house. After that Chiyo tell about friend of Hatsumomo to Mameha. Tha Chiyo see friend of Hatsumomo with onother geisha. At the time Mameha ask a reason to Chiyo by utterance ***Why are you so worried about her.***

The influence factor is social distance. Social distance can be seen as the relation between the speaker and listener. (Status, age, sex, degree of intimacy, etc). The influence factor is social distance, because the status of Mameha is an old Chiyo.

e. Drawing a conclusion based on the result of analysis.

After describing how the types of positive politeness used by the characters in the novel, and in what the factors influencing the characters to apply the positive politeness strategy based on Brown and Levinson's politeness scale which consists of payoff, relative power, social distance and absolute ranking of imposition. It is used, the researcher makes a conclusion based on the result of the analysis.