

CHAPTER 3

RESEARCH METHOD

In this chapter, the writer discussed about research method included type of research, unit of analysis, source of data, technique of data collection, and technique of data analysis.

3.1. Type of Research

There are two kinds of research according to Rugg & Petre (2007: 31-32), the first is called as *Primary Research* which means it involves finding something ‘new’, new to every one or even new to you. The second one is called as *Secondary Research* that means the research is ‘new to you but not for everyone’. This study also called as the Secondary research because as Rugg & Petre’s point of view (2007:32), It is very important to choose before doing the primary research because the risk for not knowing what had been done before will reducible.

Type of research generally is distinguished between qualitative and quantitative research and in this research the writer decided to choose the descriptive qualitative research. Since the writer choose the research about politeness strategies used by Donald Trump’s presidential acceptance speech that will be explained descriptively. The data of this research were collected from video entitled “Donald Trump’s acceptance speech after winning the 2016 presidential election” on YouTube. The writer uses qualitative descriptive for analyzing the data because the writer will analyze the script of the data which relates with words analysis.

3.2. Unit of Analysis

The unit of analysis of this research was the utterances produced by Donald Trump on his acceptance speech after winning the 2016 presidential election. And also, all of the politeness strategies in the speaker’s utterances analyzed in this research.

3.3. Source of Data

The data of this research were spoken data. The writer took the data from the video entitled “Donald Trump’s acceptance speech after winning the 2016 presidential election” on YouTube. The speech took place at New York Hilton, Washington DC, US. Thus, the writer used various references taken for supporting the data such as books, journals, dictionaries, encyclopedia, some findings, and sites related.

3.4. Technique of Data Collection

In the task of data collection, Khotari (2005: 95) has explained that there are two types of data that researcher should bear in mind. They are *primary and secondary* data. The primary data are the data those are collected as a fresh and for the first time. On the other hand, secondary data those are the data that been collected by other people and which had already been passed through statistical proses. In this study, the writer uses the primary data.

The data of the study collected using the followed steps:

1. First, watched Donald Trump’s video on his acceptance speech after winning the 2016 presidential election.
2. Downloaded Donald Trump’s video on his acceptance speech after winning the 2016 presidential election from YouTube.
3. Downloaded the transcription from one of online website.

3.5. Technique of Data Analysis

According to Khotari (2005: 123), the data that collected it should be processed and analyzed at the time of evolving the plan of the study. This is important to a scientific study for ensuring the study that we have all relevant data for making comparison references and analysis.

The steps of analysis of the data are:

1. Read the data carefully.

2. Identified the politeness strategies used by Donald Trump.
3. Classified the politeness strategies used by Donald Trump with the theory by Brown and Levinson that the writer wrote in the previous chapter.
4. Found the proportion of each type of politeness strategies based on Brown and Levinson in the utterances used by Donald Trump.
5. Analyzed the factors that influence the choice of politeness strategies based on the theory of Brown and Levinson.
6. Drew conclusion.