CHAPTER III

RESEARCH METHOD

3.1   Research Approach

To analyze the transcript the researcher uses pragmatics social approach. Pragmatic social approach is the technique to analyze the language by the speaker that talk about society or anything that has relevance with many people. The researcher uses this technique because in the transcript Obama is often talk about the cases and conditions in this world such as change climate, terrorism, and education.

Another approach is qualitative that used to describe the results with words or non-numerical in analyzing the data. Qualitative research is often used in many diciplines such as anthropology, psychology, Linguistics and sociology.

3.2   Method of Collecting Data

To collect the data, the reseacher would used documentation in the research. "Document is a note of previous events. It is a kind of writing which is collected and stored that can be used when needed, as well as images and photos. Documentation can be in the form of writing text, pictures, and others (Mubarok, 2015:63).

There are several steps in the research. First is the researcher would find the video that uploaded on September 20th, 2017 with the title "Obama's Speech at Gates Foundation" by youtube on October 1st, 2017. Second is the researcher found the transcript by Google is titled "Read Barack Obama's Speech Bashing

the GOP's '50th or 60th' Attempt to Repeal Obamacare" on website *http://time.com/4950410/barack-obama-speech-bill-melinda-gates-goalkeepers/*.

Third is the researcher would check equality between the video and transcript on the validity the data. The last is the researcher would translate the transcript to the Indonesian language then analyzing the data to the speech acts theory.

3.3   Method of Analyzing Data

The reseacher uses discourse analysis to analyze the transcript of Obama's speech at Gates Foundation. In analyzing the data, the researcher would point to the Miles Model and Huberman as Sugiyono (2012:91) states on his book titled *"Memahami Penelitian Kualitatif"* as follows:

> Miles and Huberman (1984), mengemukakan bahwa aktivitas dalam analisis data kualitatif dilakukan secara interaktif dan berlangsung secara terus menerus sampai tuntas, sehingga datanya sudah jenuh. Aktivitas dalam analisis data, yaitu data reduction, data display, dan conclusion drawing/verification.

Form the statements above, the researcher would analyze the transcript of Obama's speech at Gates Foundation in three steps comprise of data reduction, data display and conclusion drawing/verification that would be described in below:
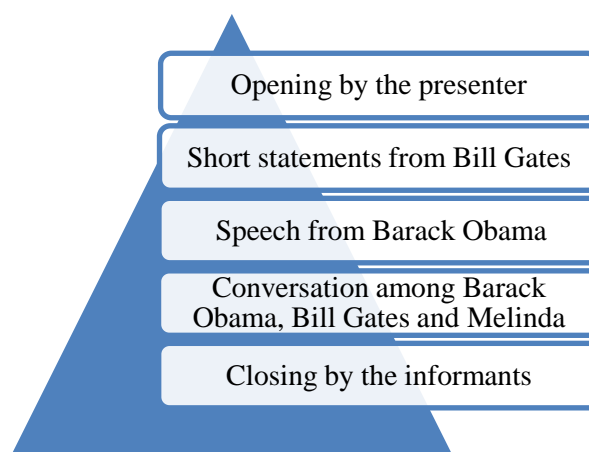
a. Data Reduction

According to the video, the times on the event is 49 minutes and 43 seconds that comprises of opening by a presenter, short statements from Bill Gates, Speech from Barack Obama, conversation among Barack Obama, Bill Gates and Melinda Gates and the last is closing by the informants. In the research, the researcher focuses just on the Barack Obama's Speech.

b. Data Display

The data that has pointed would be analyzed in discourse analysis. The term of discourse analysis as described by Paltridge (2006:2) is:

> Discouse analysis focuses on knowledge about language beyond the word, clause, phrase and that is needed for successful communication. It looks at patterns of language across texts and considers the relationship between language and the social and cultural context in which it is used. Discourse analysis also considers the way that the use the language presents different views of the world and different understandings. It examines how the use of language is influenced by relationship between participants as well as the effect the use of language has upon social identities as relations. It also considers how views of the world, and identities, are constructed through the use of discourse. Discourse analysis examines both spoken and written texts.

The segments of the video would be showed in graphic as follows :

Opening by the presenter

Short statements from Bill Gates

Speech from Barack Obama

Conversation among Barack Obama, Bill Gates and Melinda

Closing by the informants

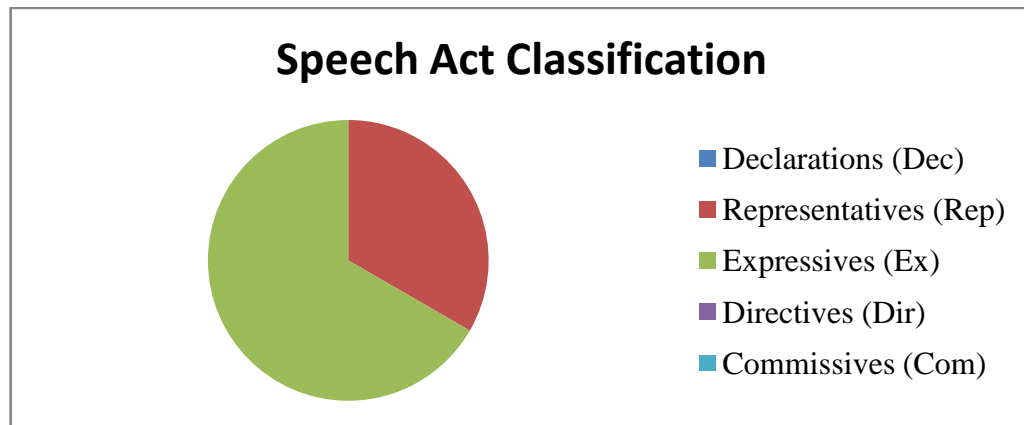**c.   Conclusion Drawing/Verification**

Technically, the researcher uses the theory of speech acts as one part of discourse analysis to analyze Obama's speech. The way or technique has been written in literature review. The example of analyzing data would be shown as followinng:

Rebecca   : I'm Rebecca Jones from Time and we are here with Emma

Watson, who's starring in the new movie *Harry Potter and the Deathly Hallows* part 1. Thanks so much for being here, Emma.

Emma   : Thank you for having me.

Rebecca : So I think we had a record number of questions for you, 1600…

Emma : Oh my goodness![1]

Rebecca : …so we'd better get started…

Emma : That's amazing! [2]

Rebecca : We've narrowed them down. I 'm gonna start with a very girliequestion for you. You look amazing with the new do! Whatmade you cut it?

Emma : I think I just needed a change, you know, I had my hair longfor ten years when I was playing Hermione and then when I finishedfilming I just… I needed to… I just needed to do something different.*[3]*

(*source* : *http://mythatsenglish.blogspot.co.id/2013/11/emma-watson-was-interviewed-for-time-10.htm*).

From the examples of conversation above, it could be analyzed that in utterance (1), Emma intend to express her surprising after heard Rebecca spoken, so the classification is *expressives*. Seeing the utterance (2) almost same as the utterance (1), it is expressing the Rebecca's feeling so the classification is *expressives*. Utternace (3) tells about Emma's experiences about ten years ago when she as playing Hermino, so the classification is *representatives*. To more having certain the particular result, would be pointed diagram as follows:

Speech Act Classification

- Declarations (Dec)
- Representatives (Rep)
- Expressives (Ex)
- Directives (Dir)
- Commissives (Com)

To answer the research questions number 2, the researcher would count which speech acts is more manually in the analysis data that figures out in the table consists of the numbers, utterances, intended meanings, speech act classification and total. The results would be counted by rating of percentage in the diagram.