

CHAPTER 3

RESEARCH METHOD

Research method is a kind of systemic work plan that makes the researcher easier to achieve this research purposes. The method in this research was chosen by considering its appropriateness and suitability of the research object. This research method was arranged based on the problems analyzed and the objectives of the research. The research method in this research covers research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

3.1 Research Design

The method of this research is descriptive qualitative. Descriptive research is kind of research that answered following questions: *What is happening? How is something happening?* and *Why is something happening?*. In this research, the researcher wanted to indicate how men and women language differ from each other, and reveal what stereotypes are described in the conversation as depicted by the agents, Chuck Bass and Blair Waldorf.

According to Maxwell (1992) qualitative researchers rely, implicitly or explicitly, on a variety of understandings and corresponding types of validity in the process describing, interpreting, explaining phenomena of interest. Moleong (2003) also states that qualitative method is a procedure of research that results in descriptive data, whether spoken or written. In this research, the data that are used, the transcriptions of Chuck Bass and Blair Waldorf's conversation, were analyzed in the form of words instead of number using Levinson's (1983) Adjacency Pairs theory and Tannen's (1991) Genderlect theory.

3.2 Unit of Analysis

The unit of analysis in this research focuses on the Chuck Bass' and Blair Waldorf's utterances in *Gossip Girl*.

3.3 Source of Data

According to Gay and Diehl (1992) the minimum sample size for descriptive qualitative research that is acceptable will be 10% of population. It means that the researcher has to choose at least 9 out of 121 episodes from *Gossip Girl*. The researcher decided to choose 13 episodes (15,37%) from season 1 to 6 using the theory of purposive sampling. According to Etikan, Musa, and Alkassim (2016), it is a sampling technique in which the researcher get to chooses the data based on his or her own judgement.

The researcher selected the episodes by considering Chuck Bass and Blair Waldorf's appearances together for each episode. The episodes were chosen based on the watchers' vote, in hope the episodes are worthy to be analyzed, from a ranking website, m.ranker.com, on May 7th, 2017. It has 2000 votes, 426 voters, 33000 of viewers, and 40 best episodes of *Gossip Girl*. The list of episodes is written in the table below:

Table 3.1 List of the Episodes

No.	Title	Season	Episode	Date of Airing
1.	Victor Victrola	1	7	Nov 7 th , 2007
2.	The Goodbye GG	2	25	May 18 th , 2009
3.	Double Identity	4	2	Sep 20 th , 2010
4.	G.G.	5	13	Jan 30 th , 2012
5.	O Brother, Where Bart Thou?	2	13	Dec 08 th , 2008
6.	Seventeen Candles	1	8	Nov 14 th , 2007
7.	What at The Roses?	4	7	Nov 1 st , 2010
8.	Belles de Jour	1	4	Sep 13 th , 2010
9.	The Treasure of Serena Madre	3	11	Nov 30 th , 2009
10.	Hi, Society	1	10	Dec 5 th , 2007

11.	The Debarred	3	12	Dec 7 th , 2009
12.	The Revengers	6	9	Dec 10 th , 2012
13.	The Witches of Bushwick	4	9	Nov 15 th , 2010

In order to get the correct transcriptions of Chuck Bass and Blair Waldorf's conversation as the data, the researcher use two websites of transcription service, springfieldspringfield.co.uk and transcripts.foreverdreaming.org. The data were taken on May 15th, 2017. Even though the transcriptions are already available, the researcher still had to correct and complete the transcriptions through several steps. These include: perceiving for Chuck Bass and Blair Waldorf scenes, filling some missing words during the conversation, correcting some grammatical errors, and re-typing the typos in some words.

3.4 Technique of Data Collection

In collecting the data, the researcher needs to go through several steps:

1. Selecting the source of data

The researcher has watched all the episodes of *Gossip Girl*, 121 in total, and selected the data using purposive sampling theory. The researcher decided to pick the episodes based on the watchers' vote on m.ranker.com, one of the ranking websites that seems worthy.

2. Transcribing the data

After selecting the episodes, the researcher transcribed the data and only focused on two characters' utterances, Chuck Bass and Blair Waldorf.

3.5 Techniques of Data Analysis

In analyzing the data, the researcher followed the following several steps:

1. Grouping the data

The researcher grouped Chuck Bass and Blair Waldorf's utterances from each episode.

2. Analyzing the data using CA aspects

The researcher analyzed the utterances of Chuck Bass and Blair Waldorf using CA aspect, namely adjacency pairs, and indicated the differences of men and women language based on their utterances. For example:

Excerpt 1

Context : Chuck Bass questioned Blair Waldorf or her wait for Nate Archibald.

Setting : At Kati's brother place at night.

(157) *Blair Waldorf* : "Stalk me much?"

(158) *Chuck Bass* : "**What are you still doing up here all alone?**"

(159) *Blair Waldorf* : "I don't know where Nate is, and he always calls me at midnight, when it turns into my birthday."

(Data 6, Season 1, Episode 8, Scene 3)

The data were taken from *Gossip Girl's* 8th episode on season 1 on the 3rd scene entitled Seventeen Candles. The bold utterance is the focus of analysis, that is the type of adjacency pairs.

3. Interpreting the data based on men and women language

After analyzing the utterances using CA aspect, the researcher continued to interpret those utterances using Genderlect theory to reveal the stereotypes of men and women language that are showed by Chuck Bass and Blair Waldorf.

4. Drawing conclusion and suggestion.