

CHAPTER 3

RESEARCH METHOD

3.1 Type of Research

This research used descriptive qualitative to analyze the data. The main characteristic of qualitative research is that it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable. The design of research methods is related to research questions and their problems (Silverman, 2013: 84). It involves making the research process as systematic and transparent as possible and facilitating the reader's access to the original data, for instance by using standardized and detailed transcription. Qualitative research is mostly associated with words, language, and experiences rather than measurements, statistics, and numerical figures (Miles & Huberman, 1992: 9). It begins from the specific case with a detailed explanation to the general case which has a necessary hypothesis, and then ends in finding a conclusion presents about the purpose of using the mood and speech function applied in Sarah Sechan Talkshow with Shane Filan Interview on October 3rd, 2013.

3.2 Unit of Analysis

The unit investigated of this research is all clauses appeared in the interview of Sarah Sechan and Shane Filan in Talkshow of Net. The data in this research is exactly the amount of major clauses. The analysis of Speech functions and Mood can be explained more detail and clearly since it is analyzed from the clause which has formed by writing down the interview transcript of Sarah Sechan and Shane Filan.

3.3 Source of Data

The participants in Sarah Sechan Net TV program are Sarah as a host, and Shane Filan as the guest star. The data is the transcript of the Sarah Sechan Talkshow with Shane Filan on

<https://www.youtube.com/watch?v=D55UWZL36To>. Since the secondary data sources consist of data that has already been produced and can be contemporary or historical, qualitative or quantitative as which are from various sources of information, like documents, letters, diaries, autobiography, or referencing other forms of research (Scott, 1990: 24), then the data source in this study is spoken and belongs to secondary data. It is because the data is acquired from the Interview video documentation on Youtube which is then turned into written documentation transcript of Sarah Sechan and Shane Filan's conversation. It consists of clauses that contain mood and speech function figures.

3.4 Technique of Data Collection

The researcher used a documentation method in collecting the data. It is a method of which the data are from written sources as books, script, etc (Miles & Huberman, 1992: 9). To collect the data, the researcher used the following steps:

1. Watching or doing the observation of Sarah Sechan's videos Talkshow on Youtube
2. Choosing Sarah Sechan's Talkshow with Shane Filan
3. Transcribing the utterances of the interview accurately since the transcript is not available in internet.

3.5 Technique of Data Analysis

Data analysis is a mechanism for reducing and organizing data to produce findings. The steps are as follows:

1. Reading the conversation transcript
2. Classifying the dialog into major and minor clauses.
3. Segmenting major clauses into speech function stated by Halliday (2014) as its theoretical framework in the process of analyzing the data.

4. Identifying clauses into types of moods delivered by Eggins (2004).
5. Analyzing the data
6. Presenting the most speech function and moods.
7. Describing the reason of using the speech function and mood.
8. Finding the conclusion related to interpersonal relationships between speakers interviewed in Sarah Sechan Talk Show.