

CHAPTER III

RESEARCH METHOD

In conducting this research, it is important for a researcher to determine the research method that researcher would like to use. This chapter discusses research method used in this research including: research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

3.1 Research Design

In this research, the researcher used descriptive qualitative research. Isaac and Michael (1987:42) state that: The purpose of descriptive method is to describe systematically situation or area of interest factually and accurately. The researcher used descriptive method because it described all the aspects of ethnography of communication in Oprah Winfrey Talk Show Chapter 10 of *A New Earth*, dated May 6, 2008.

Bog and Taylor in Moleong (2000:3) say: “Qualitative method is a research procedure that results in descriptive data, either in written and oral form of people or other behavior that can be studied.” The researcher also used qualitative method, because the talk show had many messages to be conveyed to the people in whole world.

This research used descriptive qualitative method which was aimed at finding out the elements of ethnography of communication in Oprah Winfrey Talk Show *Chapter 10 of A New Earth*, dated May 6, 2008.

3.2 Unit of Analysis

The unit of analysis of this research is utterances produced in the talk show. The utterance can also differentiate meaning of the language that is used in particular participants in the talk show.

3.3 Source of Data

The data of this research are utterances. The data are in form the transcript and the video of the talk show in Oprah Winfrey Show, 2008, the transcript was taken on Oprah.com. <http://www.scribd.com/doc/27888005/Ch10-Eckhart-Oprah-New-Earth-Webinar-Transcript>, the video was taken on youtube retrieved on October 22, 2011.

3.4 Techniques of Data Collection

The data of this study were obtained by doing the following steps:

1. Searching of the data on talk show Oprah Winfrey transcript.

The researcher collected the data that refer to the topic of the study from the internet which were available for the analysis.

2. Downloading the data on A New Earth Class, Oprah.com, Transcript on File.

The researcher downloaded the data to find the transcription of Oprah Winfrey talk show to be analyzed.

3.5 Techniques of Data Analysis

Data analysis is the process of bringing order, structure, and meaning to the mass of collected data. Qualitative data analysis is a search for general statements about relationships among categories of data (Marshall, Catherine and Gretchen B. Rossman, 1982:112). Data analysis are required to obtain the content of the data and how to represent the meaning of the data. After the data analysis have been collected, there are several steps in analyzing the data are as follows:

1. Reading the transcript of the talk show.

The researcher read the transcript of the talk show to understand the content of the talk show.

2. Analyzing the utterances which are used by the host and the guest stars in the talk show by using 'Hymes' Speaking Grids' (1972a. b:55-57).

The researcher analyzed the talk show to know the type of the utterances that are used by the speakers.

3. Classifying the elements of ethnography of communication found in the talk show.

The researcher classified the elements of ethnography of communication to find the evidences that are in the talk show.

4. Drawing the conclusion.

After the data had done, the researcher drew the conclusion for the result of the talk show.