

## **CHAPTER III RESEARCH METHOD**

Syamsuddin and Damaianti (2007: p. 14) explain that research method is a technique of research problem solving that planned and be careful. It means to get facts and resume for get understanding, explaining, predicting, and controlling a situation. Research method is technique that used by researcher on systematic, be careful, patient, and precise to get a facts and resume that has undoubted truth.

This chapter consists of five segments: type of the research, location of research, object of the research, data and data source, Method of collecting data, and method of analyzing data. Each segment will be explained more below.

### **1. Type of the Research**

The type of this study is descriptive qualitative research. Qualitative research is a research that does not use procedure of statistics analysis or other quantification (Moleong, 2007: p.6). Qualitative research is also intended as type of research that finding is not obtained through procedure of statistic or quantitative (Syamsuddin dan Damaianti, 2007: p. 73). While descriptive qualitative is research that effort to say existing problem solving now based on data, so he also presents the data, analyzes the data, and interprets the data (Narbuko and Abu Achmadi, 1997: p. 44). Descriptive qualitative research is research that efforts to draw problem solving without through procedure of statistics or quantitative form.

### **2. Setting of Research**

Location of the research is in Bunder market, Sragen. The reason of the researcher why the research was conducted here, because the researcher got data easier and the distance is close to researcher home.

### **3. Time of Research**

This research was held on 4-7<sup>th</sup> April 2018.

#### **4. Object of the Research**

Object of the research has an inspected variable. It is an event, behavior, activity, or other social phenomenon (Maryadi, 2011: p.13). The objects of study in this research are language variations of buyer-seller in Bunder Market Sragen.

#### **5. Data and Data Source**

Data can be identified as material of research and cannot be identified as subject of research. As material, data are not raw materials but finished materials: they exist because it has been through election and sorting in utterance (Sudaryanto, 1993: p.23).

The data of this research are language variations that found in the bargaining dialogue between Buyer-Seller transaction in Bunder Market Sragen.

Data source is a source from obtained data, like human, event, behavior, document, files, and other things (Maryadi, *et al*, 2011: p.13). Data source is all of information like event, reality thing. According to Sukandarmudi (2006: p. 44), Data source that has qualitative in research, it is not subjective, therefore it needs to give quality. Data source used in qualitative research, that is:

##### **1. Primary Source**

Source obtained directly from research site and observed the behavior of people is a primary data, its primary source used in this study is buyer and seller in Bunder market Sragen.

##### **2. Secondary Source**

Secondary source is data from reading source of journal or essay about language variation to strengthen findings and complement of existing primary source.

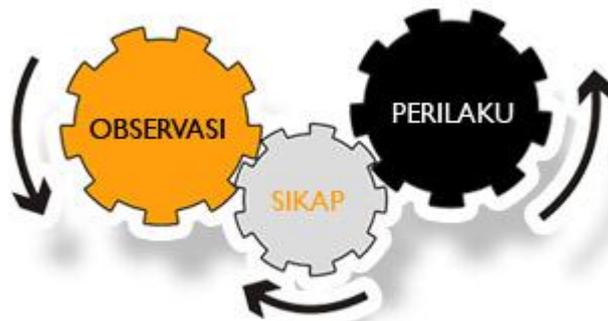
#### **6. Technique of Collecting Data**

The researcher uses qualitative research. Techniques used in collecting the data in this research are:

## 1. Observation

Technique of observation is technique of collecting data, the researcher does observation directly in the object of research to look closely the performed activity (Riduwan, 2004: p.104).

Based on technique of observation is used to look and observe changes in social phenomena grow and develop then changes can be made from the evaluation, for the observer sees certain moment in object so we can separate between what is needed and not needed (Margono, 2007: p.159).



Picture1. Technique of Collecting Data according Margono (2007: p. 159)

## 2. Interview

Interview is one of technique used in collecting of data, it is done with the method of researcher did conversation and contact with speaker as interviewees (Mahsun, 2007: p.250). In this research, researcher uses basic technique in interview, it is dig, which the researcher digs informant to speak. Moreover, the researcher uses (*continuity-interview-face to face*), because the researcher did conversation directly with informant. For example, the researcher asked him name and age, the job of buyer-seller to complete this research.

## **7. Data Validity**

In qualitative research, findings or data can be stated valid if there is no difference between what the researcher reported with what the reality happen on object. But, it needs to know that the truth of reality data according qualitative research is not singular, but is plural and it depends on human construction that is formed in a person as a mentality process of individual with the variety of background.

According Moleong (1991: p.75), triangulation is a validity check of data that utilizes other in out of data for checking a purpose or as comparing with the data, the technique uses check in other source. To make the data valid, the writer uses triangulation of data source and technique of collecting data. The data sources if the study is documents of video script Buyer-Seller Transaction and interview. The purpose of interview informant is to make the data and also to consult this title and the data source that have been founded to be relevant. The technique of collecting data from document is content analysis, while from informant, the writer uses interview and informant.

## **8. Method of Analyzing Data**

Analysis data is a process to set systematically the data of the result in interview, observation. The methods are organized the data and choose which one important thing and need to learn also to make a conclusion so it will be understood (Sugiyono, 2007: p. 333-345). Analysis data used in this research is qualitative analysis, the researcher uses this analysis.

## **9. Technique of Analyzing Data**

Accroding to Miles and Hubberman (In Sugiyono, 2007: p.204), is collecting data, reduction of data, presentation of data and the last step is conclusion. The techniques are as follows.

### **a. Reduction Data**

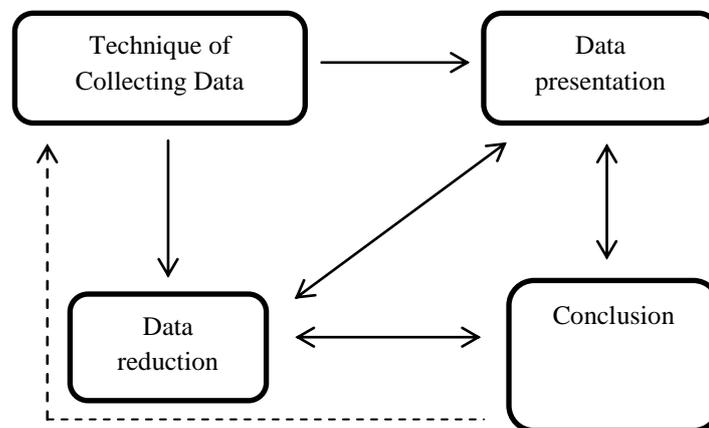
Reduction data are a simplification through selection and it is focusing raw validity data become meaningful information, so easy to make a conclusion.

b. Presentation of Data

Presentation of data often used in qualitative data is a narrative. Presentations of data contain collection of information that arranged systematically and easy to understand.

c. Conclusion

Conclusion is a last step in data analysis, we must look the results of data reduction, keep refer to problem statement in the purpose to be achieved. Data has been arranged and compared between one to other, it is to make a conclusion as an answer of the problem.



Picture 2. Technique of Analysis Data Qualitative according Miles and Hubbernman (Sugiyono, 2007: p. 333-345)