

CHAPTER 3

RESEARCH PROCEDURES

This chapter presents the methodology employed in this study to conduct the study. It described seven parts of research procedures, namely research method, setting and participant, data collection, data analysis, step of the research, and research schedule

3.1. Research Method

This study used qualitative, content analysis. Qualitative research can be defined as the collection, analysis, and interpretation of comprehensive narrative and visual data to obtain insight into a particular phenomenon of interest (Gayer, 2006). The data in this research was an English textbook that was published by the Indonesian Ministry of Education and Culture for grade VIII Junior High School. This book is currently being used at an Indonesian junior high school. The texts in the textbook were provided in the form of dialogue, letters, and narratives. Since dialogue was an example of communication (Meiratnasari, Wijayanto, & Suparno, 2019), the researcher chose dialogue as the sample of the data in this research.

Content analysis is a method for analyzing the content of the data to be studied (Harwood, 2003). Content analysis is intended to describe the characteristics of the content and examine the contents of the data presented. This analysis is also an in-depth discussion of the information contained in the data. It is also used to describe the characteristics of the data's contents. In research using content analysis, conclusions can be drawn from the analysis that has been done.

This research followed the content analysis proposed by Denscombe, (2010). There are six procedures in this research, they are

- a. Choosing a suitable sample of text. In this step, the researcher reads the textbook page by page and notes the indicated expression.

the reflection of politeness strategies. The researcher repeats the reading section and note-taking five times on different days.

- b. Breaking the text into component units. In this step, the researcher breaks text sentence by sentence and signs the words related to politeness strategies proposed by Brown & Levinson (1987).
- c. Categorizing the data. In this step, the researcher categorizes the data based on Brown & Levinson's (1987) politeness theory. The categories are the bald on-record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy. After categorizing the data, the researcher requests help from the researcher's advisors for data validation.
- d. Coding the data. In this step, the researcher makes a code for each data related to the categories of the data.
- e. Counting the frequencies of the data. The researcher counts the frequencies of each data based on their categories.
- f. Analyzing the data. In this step, the researcher analyzes the data based on their frequencies and links them to the theories and previous research to get any possibilities that can explain why the data occurred.

3.2. Research Object

In this study, the researcher wants to explore the politeness strategies in the dialogue in an English textbook entitled "When English Rings A Bell" grade VIII published by the Ministry of Education and Culture of Indonesia. The book contains 226 pages, 13 chapters, and 87 dialogues. The dialogue has been analyzed using Brown and Levinson's (1987) theory about politeness strategies.

3.3. Data Collection

The documentation explains the technique is to look for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, and agendas for information embodied data relating to

the discussion (Sudaryono, 2016). Documentation refers to the purposeful and systematic recording of information, observations, or evidence using written, visual, or audio formats. The researcher used documentation to collect the data because this research examines what types of politeness strategies are used in Brown and Levinson's (1987) Theory in Indonesian English Textbooks dialogues, the information comes from the English textbook "*When English Rings a Bell*" for eighth-grade students published by the Ministry of Indonesia Education and culture for class VIII Junior High School.

The technique for collecting data is described as follows:

1. The first step is to get the data. The researcher observed the English Textbook "*When English Rings a Bell*" for eighth-grade junior high school several times to understand the contents of the book.
2. The data focus on dialogue material in the English Textbook "*When English Rings a Bell*".
3. The data that has been obtained from the dialogue in the English textbook "English" is then classified into the type of politeness strategy according to Brown and Levinson's theory.
4. Reduce the data and select which is important based on the forms in the theory, it involves the process of selecting and focusing the raw data into refined data. After reducing the data, the researcher will provide data coding to the data that has been collected. This aims to make it easier to analyze data that has been reduced. Coding data will also provide a clear description of the data being analyzed. The following is the data coding:
 - a. The numbers 001, 002, 003... are used to show the sequence of the data numbers being analyzed.
 - b. The alphabetic capital letters are used to classify politeness strategies. It is presented as follows:

Types of politeness strategy:

BR: Bald On-record

NP: Negative Politeness

PP: Positive Politeness

OR: Off-Record

- c. The numeral behind the alphabetic capital letter would be used to show the page of politeness strategy. The researcher gave the capital letter P before the number of pages to differentiate from the data. Example: P.2, so it means page 2.

Table 3.1 The Format of Data Politeness Strategy

Types of Politeness Strategies	Code	Dialogue	Interpretation
Bald on Record (Welcoming)	021/BOR/WEL/P.10	Dr. Nahda : “Hello Fahfa..” Fahfa : “Hello Doctor..”	Dr. Nahda is Speaker (S) and Fahfa is the Hearer (H). In this case, Face threatening Act oriented Bald On Record. This sentence “Hello Fahfa” from Dr. Nahda showed a sign of familiarity and respect.

From the example of the analysis table above, it can be concluded that the note indicates a sub-strategy from politeness strategy, 021 indicates the number of data, and BOR indicates Bald on Record. Furthermore, P.10 shows a page from a book that has Bald on Record strategies appearing.

3.5. Data Analysis

The data has been analyzed based on Brown and Levinson’s (1987) theory using Politeness strategies. There were phases of analysis of the data: analyze the data, categorize the data, organize the data, and verify the data. The

origin of the data was mapped, such as grouping the dialogue of an English textbook containing politeness strategies. The data was categorized into 4 kinds of Politeness Strategies based on Brown and Levinson's (1987) theory. The next stage was interpreting the data and highlighting each of the similarities and differences in the data. The last stage was data verification, this process involved checking the validity of understanding by rechecking the dialogues, thus allowing the researcher to verify or modify the previous hypothesis.

3.6. Steps of the Research

Table 3.2 Steps of the Research

Step	Description
1	Identifying and describing the research issue
2	Exploring for sources and deepening journals or books relevant to the research topic
3	Choosing a topic to be researched
4	Compiling research proposals starts from writing backgrounds, literature reviews, and research methodology
5	Examining the research proposal in front of the supervisors and examiners
6	Collect the data using a documentation method
7	Reduce the data based on the theory use
8	Analyzing the data using Brown and Levinson's theory (1987)
9	Writing the research report (thesis)
10	Examining the thesis in front of the supervisors and examiners

3.7. Research Schedule

Table 3.3 Research Schedule

Description	Oct/ 2023	Nov/ 2023	Dec/ 2023	Jan/ 2024	Feb/ 2024	Mar/ 2024	Apr/ 2024
Research Proposal							
Writing							
Research Proposal							
Examination							

Description	Oct/ 2023	Nov/ 2023	Dec/ 2023	Jan/ 2024	Feb/ 2024	Mar/ 2024	Oct/ 2024
Data Collection							
Data Analysis							
Report							
Thesis Results Examination							
Thesis Examination							
