CHAPTER III

RESEARCH METHODOLOGY

In this research, the researcher examined the request strategies

3.1 Method of Data Collection

The writer recorded conversation between shop assistant and the customers then it will be analysed qualitatively. This part discusses the type of research and the method of data collecting. According to Creswell (1994) quantitative study is study is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.

Qualitative research has eight characteristics: takes place in a natural setting, uses multiple methods (interactive and humanistic), emergent rather than tightly prefigured, fundamentally interpretive, view social phenomena, systematically reflects on who he or she is, uses complex reasoning, and the last one is adopted and uses one or more strategies of inquiry (Creswell, 2003, pp. 181-182). As the study that the writer conducted takes place in a natural setting, fundamentally interpretive and systematically reflects on who he or she is, it includes in qualitative research.

The writer used qualitative research because qualitative research concerns human behaviour and social world. According to Creswell (1994, p. 150), type of data collection are observation, interview, document, and audio-visual material.

3.2 Participants

The participants of this study are 5 Indonesian and 5 Chinese Indonesian customers of the shops

3.3   Instrument

In order to obtain the data of request strategies, the writer used the transcripts of the conversations between the shop assistants and the customers. These data was analyzed to see the request strategies they use.

3.4   Procedure

This study involved some steps. They are as follows.

1.   The writer recorded conversation between a Chinese shop assistant and the customers.

2.   She recorded 5 Indonesian and 5 Chinese Indonesian customers.

3.   Then, she transcribed the conversations and analyzed the request strategies.

4.   She asked two people to validate the transcription of the conversation.

3.5   Data Analysis

The data was analyzed to find out the kinds of request strategies using the theory of Blum-Kulka & Olstain (1984) which has been adopted by Hassal (1991) who has made a study at pasar kencong Jember. He divided request strategies in Indonesian into three categories with some sub divisions. These categories will be used to categorize the data found. The data were analyzed to see the different way in applying request strategy by ethnic group of speakers.

Respondent	Request	Direct Level (DL)					Conventionally Indirect Level (CIL)		Non-conventionally Indirect Level (NCIL)	
		1	2	3	4	5	6	7	8	9
CC1										
CC2										
CC3										
CC4										
CC5										
JC1										
JC2										
JC3										
JC4										
JC5										
TOTAL										

In the table above CC stands for Chinese customer and JC means Javanese Customer. The number of the request strategy is:

A. Direct Level (DL)

    1. Mood Derivable

    2. Explicit performative

    3. Hedge Performative

    4. Obligation Statement

    5. Want Statement

B. Conventionally Indirect Level (CIL)

    6. Suggestory Formula

    7. Query-preparatory

C. Non-conventionally Indirect Level (NCIL)

    8. Strong Hints

    9. Mild Hints

The writer counted the frequency of the request strategies done by the customers in order to seek whether there was any difference between Chinese customers and Javanese customers when they make request to the Chinese shop assistant.