

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Method of Data Collection

The writer used a qualitative method in this research because the phenomena was investigated basically related to social context and human issue. The data of analysis is based on participants' setting. The instruments of data may be documents, audiovisuals, interviews, and observations. In analyzing the data, the writer needed to make a coding. In contrast with quantitative research which deals with experiments or survey, it needs sample and population as the source of data (Mason, 2002; Creswell, 2009).

In this study, the writer applied qualitative method by gathering data from a situational comedy series entitled "*Friends*" that was aired on NBC in 1994-2002. Creswell (2009) mentioned "An audio-visual material is a creative tool to share experiences visually. It enables a researcher to obtain language and words of the participants. It is also provides an opportunity for the participants to share their reality directly." The writer employed qualitative method because she wanted to analyze the communication based on the context and she did not need to alter the findings to be cause and effect.

##### 3.1.1. Data Collection

The data were collected by transcribing the conversations in a situational comedy "*Friends*". The writer investigated the joke strategies produced by the characters based on Esar's theory and analyzed the meanings of each utterance.

### 3.1.2. Data Source

The data source of this study was audiovisual, in form of a TV series, specifically a situational comedy entitled “*Friends*” that had 10 seasons. Each season has 17 – 25 episodes by means there are 234 episodes in total. The writer used 10 episodes of the situational comedy with the duration of each episode was 25-30 minutes. The well-known sitcom “*Friends*” has an interesting plot about 6 people who have an endless friendship. The characters have their own unique personalities which bring attractions to the watchers.

### 3.1.4. Procedure

In conducting this study, the writer observed a sitcom series “*Friends*” and transcribed the dialogues. Then, the writer coded and classified every verbal joke appeared in the dialogue based on a theory by Evan Esar. The writer analyzed each utterance and counted the most frequently used strategy used in the sitcom.

### 3.3 Method of Data Analysis

In classifying the data, joke strategies found in the transcript were categorized in acronyms, as follows:

- Alphabetics - ALPH
- Syllabics - SYL
- Abbrevesse - ABB
- Part of speech – POF
- Prefixes and suffixes - PS
- Compounds - COM
- Synonymics - SYN

- Antonymics - ANT
- Gender - GEN
- Idiomatics - IDIOM
- Lexicography - LEX
- Ambiguity - AMB
- Spelling - SPELL
- Misusage - MIS
- Punctuation - PUNC
- Grammar - GRAM
- Negative English - NEGE
- Speech - SPEECH
- Rhyming English – RYME
- Nameplay - NP
- Questionable English - QE
- Style - STYLE
- Numerical English - NUME
- Advertese – ADV
- Novelty English – NOVE

After doing the coding, the writer explained the meaning of jokes that occurred in the data based on the joke strategies proposed by Esar (1961). Then, the writer counted the total of each strategy that was found and made it into a graph to show the most frequently used strategy in the sitcom. The writer

explained the graph and showed the percentages of each strategy used in the sitcom.

