

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This study used descriptive qualitative methods. The qualitative method is distinguished by its goal, which is concerned with comprehending certain aspects of social life, and procedures which (in general) generate words, rather than numbers, as data for analysis (McCusker & Gunaydin, 2015). Descriptive research would answer the questions and give detailed explanations about the result of the writer's analysis.

To be more specific, ethnomethodology is deployed in this qualitative method. Ethnomethodology refers to the study of the logical features of indicative expression and other real action in everyday life continual contingent performances of structured artistic practices (Garfinkel, 2016, p. 11). Also, it is because the object of the analysis was the text of the transcription of the interaction, whether the text is a literal, verbal one, based on audiotapes, or whether it combines verbal and nonverbal material, as has become possible with the availability of video recording (Schiffrin et al., 2011). In this case, the writer went over the ways of approach in greater depth to explain each problem formulation about the *Ngobam* conversation video.

3.2 Method of Data Collection

3.2.1 Source

This study's object is a video entitled “#Ngobam Ari Lasso | Hampir 2 jam”. The video was posted on 30th June 2019, and more than 2,3 million people watched it. The primary data of this research was the transcription of the conversation. The principles wrote the transcript of Conversation Analysis.

3.2.2 Procedure

There were some steps that the writer took before doing the analysis. The first step of this procedure analysis, the writer watched the video on the YouTube platform, especially Gofar Hilman's YouTube channel. In the next step, and then started to transcribe Gofar Hilman and Ari Lasso's conversations used the Gail Jefferson's transcription standard guideline (2004). After transcribing the conversation, the writer analyzed the turn-taking and the social actions that have been achieved through the interruptions in the video. The last step, conclude the recurring phenomena and draw the significance of turn-taking and the social actions achieved through the interruptions.

Table 3.1 Transcription System Symbols

Symbol	Definition and use
[]	Square brackets mark the start and end of overlapping speech.
↘ ↗	Arrows indicate pitch movements.
=	Equal signs indicate no break or gap.

(0.0)	Numbers in round brackets measure pauses in seconds.
Underlining	Emphasis; the extent of underlining within individual words locates emphasis and indicates how heavy it is.
CAPITALS	Speech that is louder than surrounding speech
°↑I know it,°	Raised circles („degree“ signs) enclose quieter speech.
(.)	A micro-pause, hearable but too short to measure
she wan::ted	Colons show degrees of elongation of the prior sound; the more colons, the more elongation, roughly one colon per syllable length
Hhh	Aspiration (out-breaths); proportionally as for colons
.hhh	Inspiration (in-breaths)
Yeh,	Commas mark weak rising or continuing intonation, as used sometimes enunciating lists, or signaling that the speaker may have more to say
Yeh?	Question marks signal stronger „questioning“ intonation, irrespective of grammar
Yeh.	Periods (stops) mark falling, stopping intonation, irrespective of grammar, and of whether the speaker stops talking

bu-u-	Hyphens mark a cut-off of the preceding sound
>he said<	„greater than“ and „lesser than“ signs enclose speeded up talk
(())	Double parentheses contain the transcriber’s description
()	Empty parentheses indicate that the transcriber was unable to get what was said.

3.3 Method of Data Analysis

After collecting enough data for the thesis, the writer analyzed the data with the following steps:

1. Listening to the conversation carefully to understand the whole context of the conversation. In this part, the writer repeated this step more than once.
2. Transcribing the video conversation between Gofar Hilman and Ari Lasso.
3. Peer reviewing of data transcription.

After finishing the transcription, the writer asked her friend, Ida Ayu Maharani, to read and check the accuracy of the transcription before analyzing the data.

4. Analyzing the transcription.

In this part, the writer analyzed the transcription by listening to the opening until closing to know how Gofar and Ari begin and end the

conversation. Then, the writer focused on how turn-taking of each speaker was like to figure out how the turns organized that may display. This would answer the first problem formulation.

For the second problem formulation, the writer only focused on the interruption to figure out the social action that has been achieved in the conversation.

5. Peer Reviewing of data analysis.

The writer asked for help from her friend after analyzing the data to check the result of the data analysis.

6. Concluding the result of the phenomenon.

