

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This research was qualitative research since the data were analyzed descriptively, not in the form of a numeral, based on what happens in the real-life conversation. CA belongs to ethnomethodological research. CA studies must always be based on what the data talk rather than what researchers can talk about the data. That is where the ethnomethodological perspective of CA comes out. In order to be qualified as an ethnomethodological study, CA must always be conducted using a qualitative research approach.

3.2 Research Subject

In this particular type of study, data were not primarily depending on who the speakers (research subject) but rather on what the research subjects talked about. Therefore, the primary source of data was the transcript of the conversation which in itself became the object (not the subject) of the investigation. It involved the recording of the conversation between five sellers and thirteen buyers. Overall the data were taken from the transcript of thirteen recordings.

3.3 Location

This research was conducted in Toko Pecinan Pati and Pasar Rogowangsan Pati.

3.4 Research Procedure

Data were collected by recording conversations in an informal situation. The subjects were recorded while they were doing small or long talk. The next step was to transcribe the data by giving symbols to identify the data. After that, the data were identified to find out the extract that was analyzed. The data that were observed are repair, adjacency pairs, pauses, and overlaps that were exist in the conversation.

3.5 Research Instrument

The instrument for this research was the transcript of the conversation. The writer recorded the conversations and transcribed them. So the instrument was neither the answer to interview, questionnaire, nor documents, but rather the transcript of the talk which has been transcribed rigidly using the principles of CA transcription.

This is the rule of transcription based on Jefferson (2004)

Symbol	Name and use
[]	Square brackets mark the start and end of overlapping speech, aligned with the talk immediately above or below
↑ ↓	Vertical arrows precede marked pitch movement

Underlining	Emphasis; the extent of underlining within individual words locates emphasis, but also indicates how heavy it is
CAPITALS	Speech that is obviously louder than surrounding speech
°↑I know it,°	Raised circles (‘degree’ signs) enclose obviously quieter speech
(0.4)	Numbers in round brackets measure pauses in seconds
(.)	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 actually 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

Solid = We 'Equals' signs mark immediate 'latching' of successive talk,
had whether one or more speakers, with no interval

