CHAPTER 3

RESEARCH METHOD

This chapter presents research method, including research design, research subject, research setting, data collection and data analysis. The points will be as follows:

3.1 Research Design

Research design is a plan of gathering and analyzing data in order to fit with the research objectives. The design of this research was Genre Analysis, which belonged to Discourse Analysis. This predetermined design essentially belonged to mixed-method design both of qualitative and quantitative research design. This kind of study was convenient in order to resolve the rhetorical structure and the linguistic features of the bargaining conversation.

A qualitative research is analyzing specific case in the temporal and local particularity and initiating from people expression, perceptions, activities in their local contexts of some social phenomena (Flick, 2009). The current phenomenon in this research was the process of bargaining conversation in Pasar Besar Malang (a name of traditional market). Moreover, qualitative research design was applied to identify the rhetorical structure from the bargaining conversation in Pasar Besar Malang.

A quantitative research design which applied corpus analysis was designed to analyze the linguistic features of bargaining conversation. In this study, genre analysis was supported by corpus analysis to reveal more objective and valid
findings. Furthermore, corpus analysis allowed this study to look at grammatical patterns across huge numbers of text (Hardstaff, 2015). In addition, corpus analysis was used to discover a pattern of language through analysis of actual usage, which were described and analyzed by Antconc apps. Antconc apps is a software used to identify the most frequent linguistic features in bargaining process.

3.2 Research Subject

The participants of this research were buyers and sellers of ladieswear store at Pasar Besar Malang. Fifteen participants with diverse socio-demographic characteristics (in terms of address, gender, age, tribe, language, and etc.) were participated in this study. The pseudonym of the first seller was Ms. XY. She was 46 years old. In addition, Ms. XY also had the assistant in the store. He was Mr. YA (the husband of Ms. A). He was 50 years old. Ms. XY had been selling ladieswear, such as dresses, trousers, skirt, and robe for about twenty-two years. Those clothes were not the famous brand, and she got the product from Pasar Kapasan Surabaya (a name of traditional market).

Further, the pseudonym of the second seller was Ms. RR. She was 43 years old. Ms. RR also had the assistant in her store. He was Mr. BQ (the husband of Ms. B). He was 55 years old. Ms. RR had been selling ladieswear, such as women’s prayer dresses, robe, dresses, batik, skirt for about twenty years. The clothes were collected from Pusat Grosir Surabaya.

The participants of this study were obtained from ten random buyers from the clothing stores. The approximate age of the buyers were about 20-45 years old. The buyers came from many regions around Malang, Indonesia. They used their local
language to communicate every day (i.e Javanese language and Madurese language.).

For the brief demographic information about the subject, see Appendix 1.

3.3 Research Setting

This study took place at Pasar Besar Malang, located on Pasar Besar street Klojen, Sukoharjo, Malang, Indonesia, which one of the biggest traditional markets in Malang. The recording was made at a clothing store that sold all type of children's and women's clothing, such as robe, women's prayer dresses, pants, skirts, shirts, trousers, and kid clothes. Each seller had the assistants who were in charge to help the owner in the store. In addition, the stores were located on Pasar Besar 1st floor and open every day from 7 a.m until 4 p.m.

3.4 Data Collection

3.4.1 Technique & Instrument

Data collection method is the way the researcher collects the data in this study. Discourse analysis was considered as the main technique because this study focused on what people did with language in specific situation and context. Further, the data for the study were obtained through voice recording. Voice recording was used as the main instrument in this study since it was a tool to record full bargaining conversation starting from the first conversation from the sellers and the buyers up to bargaining process approved. It was beneficial in capturing the whole interactions or conversations. Hereafter, voice recording helped to establish more credible and valid research. Since this study focused on the bargaining conversation, the researcher did the recording furtively to ensure
the complete naturalness of their conversation. The complete recording during the bargaining process can be seen in Appendix 2.

3.4.2 Procedures
The procedures to collect the data were described in the following steps:

1. First, the researcher explained the aim of the research purposes to the owner of a women's clothing store in Pasar Besar Malang in order to ask the seller’s consent for conducting a research in their stores. The researcher also noted the demographic information of the sellers.

2. After that, the researcher recorded the whole bargaining conversation between the sellers and the buyers.

3. The researcher informed the buyers of the recording process when it was already done and asked their consent to use the data in form of verbal oral consent, which was conveyed after explaining the aim of the recording process, which was solely for the research purposes.

3.5 Data Analysis
The data analysis is a significant aspect for the researcher. By analyzing the data, the researcher will be able to conclude the data or the result of the research. In this study, the obtained data is analyzed to draw reliable conclusion. Here are the steps of how to analyze the data in this research:

1. Listening to the whole recordings of the bargaining conversation.
2. Transcribing the whole bargaining conversation using Hutchby and Wooffitt (2008) transcription conventions. It was used to make the transcription simple
and easy to be understood. The transcription conventions can be seen in Appendix 3.

3. Identifying and coding the transcription to the rhetorical structure of the transcription.

4. For the analyzing the linguistic features the transcription was turned into Antconc Apps.

5. Analyzing the transcription through the following procedures: Change the transcription filetype from .doc to .txt
   a. Open the Antconc Apps
   b. Select File menu
   c. Press Open Files then choose the transcription file
   d. Click Wordlist menu to analyze the linguistic features
   e. Click Start menu
   f. Read the result, the highest number of the occurrence would be determine as the linguistic features.