CHAPTER III

RESEARCH METHOD

This chapter presents the research technique used in conducting the research. It covers research object, research instrument, data collection procedure and data analysis.

3.1. Research Design

This is a descriptive-qualitative research. This type of research demands the researcher to engage in deep analysis of the subjective experience in conducting the research and organizing the data. As stated by Lissoleti (2010) it also demands to gather and sum up the data mostly with record such as observations and document analysis. A qualitative research also notably means as a kind of research which examine phenomena. However, it is convinced that the full comprehension of phenomena is contingent on the context situation, so it requires the extending analysis in implementing the research.

Concurrently, a descriptive research is a technique assigned with the probability to interpret an authentic problem by collecting, classifying and interpreting data. In interpreting the data, theories are used to discover the patterns observed. Assured theories were used as the basic footing of analyzing the research. To conclude, this kind of research obtains to describe why a phenomenon happens by doing the data collection, classification, and interpretation of the phenomenon. It does not contain numeric data or variable.
This research concentrates on giving an explanation of a phenomenon. The phenomenon conceded in this research was Oprah Winfrey’s “Your Truth is the most powerful tool”. The video of Oprah Winfrey “Your truth is the most powerful tool” and the transcript were used as the supreme object to be examined. This research concentrates on uncovering the kinds of speech acts based on Searl’s classification and express in words the kinds of classical rhetoric in Oprah Winfrey’s “Your truth is the most powerful tool”.

3.2. Research Object

The object of this research was the speech of Oprah Winfrey in the 75th Golden Globes Awards on January 7th, 2018 entitled “Your truth is the most powerful tool”. The authority of the data was the video of Oprah Winfrey awarded a Cecil B. de Mille Award at the 2018 Golden Globes which was rectify from Youtube. The transcript of the speech was rectify from Harpers Bazaar.

3.3 Data Collection

Based on Lissoletti (2010) basically this kind of research proceeds inductive approaches for data collection because the hypotheses are formulated directly after observation is taken. Subsequent to the hypotheses, they are inspected by further data collection. The researcher tackle several pace through out the data collection like watching videos of Oprah Winfrey’s :Your Truth is the most Powerful Tool”, searching for the transcribed speech, constructing data sheets and classifying the data.
3.3.1 Technique and Instrument to Collect the Data

The primary instrument of this research was the researcher. As the main instrument, the researcher has the part in planning, collecting, analyzing, and investigating the research finding. The speech, the speech transcript, and the data sheets of speech act and classical rhetoric were also appointed as supporting instruments. The other instrument is a script of the motivational video entitled “Your truth is the most powerful tool” by Oprah Winfrey. The data were established by Oprah Winfrey when she receives Cecil B. de Mille Award at the 2018 Golden Globes.

3.3.2 Procedure of Collecting the Data

The steps that are taken while collecting the data collection are as follows:

a. Watching the video of Oprah Winfrey’s “Your truth is the most powerful tool” which will be the authority of the data form

b. Downloading the data of Oprah Winfrey’s “Your truth is the most powerful tool” in a appearance of video and transcripted speech in Youtube.

c. Analyzing the video to discover the pertinent phrases and sentences in the Oprah’s transcript.

d. Identifying the words, phrases, utterances with the help transcript;

e. Classifying the data records that are done and put in the data sheet.
3.4 Data Analysis

The data analysis of this research was divided into some steps as follows:

a. Watching the video of “Your truth is the most powerful tool” video comprehensively;

b. Classifying the kinds of speech acts from the video and supporting transcript;

c. Analyzing the context situations involved and explain the arrangements of classical rhetoric in Oprah Winfrey’s speech.

d. Arranging the data result into the speech act and rhetoric table.

e. Validating the data by using Austin and Searl’s classification theory and validated by a lecturer that is an expert in linguistic field.