

CHAPTER III

METHODOLOGY

In this chapter, the writer presents steps to deal with 10 women's linguistic features used by Markona and Dendong. Methodology used is qualitative approach since the writer interprets the phenomena which appear in this data.

III.1 Research Approach

This study is a descriptive qualitative study because it is done by describing the phenomenon found out in the data, then continued with general conclusion. Moreover, the data are analyzed by transcribing the spoken data into written data, so that it is easier to sign the data to 10 female's linguistic features of Lakoff.

III.2 Method of Data Collection

III.2.1. Source of Data

To collect the data, the writer recorded War Mar's program at El-Victor FM. Considering that the program was broadcasted for 3 hours each day, the writer recorded only one-day program in a tape recorder.

III.2.2 Instrument

Instrument that is needed in this research is tape recorder. The tape will be useful to record one-day program. The key instrument is the writer herself because she is the one who later transcribe the conversation and analyze the data.

III.2.3 Procedure

After the process of recording has finished, the writer started to listen to the tape for several times. This is important to really identify the pattern of language that Markona and Dendong used. Then, the writer was ready to transcribe the conversations and analyze them.

III.3 Method of Data Analysis

- After reading the transcription, the writer divided the transcription into several segments. The classification was based on the segments held by Markona and Dendong on that program and the time break for songs and commercials. There are seven segments; opening segment, receiving callers' phone segment, reading letters segment, promoting sponsors segment, presenting different issues each night, saying hi to the audiences who come to the studio, and closing segment.

- All those segments excluding opening and closing segment are called main segment. So, the main segment comprises of presenting issues, saying hi, reading letters, getting phones, and promoting sponsors. Considering there are more than one activity for each main segment, the writer divided it into sub segments.
- Next, the opening segment, the sub segments, and the closing segment were classified again into fragments based on the topic which spoken in one fragment.
- Then, the writer was ready to identify the transcription based on 10 women's linguistic characteristics. In order to recognize each women's linguistic feature, the writer used some criteria from Lakoff's. The summary was displayed below while the detail of the criteria listed in Appendix B. The pause fillers had the main function to kill the pause. The second feature, hedges served to make a statement less than an assertion. The third, tag question was used to request an agreement of their addressee. Similarly, rising intonation feature also used to make suggestions or request agreement from their addressee(s). Empty adjectives meant adjectives which were meaningless and lacked of power or give feminine meaning. The sixth feature was represented by Precise Color Terms or less common color terms such as *mauve*, *chartreuse*, and so on. These color terms were seldom used rather than *red*, *yellow*, *black*, *white*, *etc.* Intensifiers functioned to strengthen the meaning. As the word signals were *just*, *so*, *very*. Hypercorrect Grammar meant the speaker conformed in using the standard language. Superpolite Forms were recognized from the word phrase 'would you please...?', 'if you don't mind...'. The last feature, emphatic stress functioned to strengthen the meaning combining with a high intonation.

- In order to sign the identification of 10 women's features, the writer wrote all the fillers in bold, underlining all the pause fillers, and putting abbreviations about what women's linguistic features were used. The analysis was presented as follows:

CONVERSATION	WOMEN'S FEATURES
<u>Fragment 1:</u> ...	
<u>Fragment 2:</u> ...	

P-F = Pause Fillers

H = Hedges

T-Q = Tag Questions

R-I = Rising Intonation

E-A = Empty Adjectives

F = Fillers

P-C = Precise Colour Terms

I = Intensifiers

H-G = Hypercorrect Grammar

S-P = Super Polite Forms

E-S = Emphatic Stress

- After the identification process, the writer classified the fragments that would be analyzed further. The writer selected only one sub segment from each segment with the consideration that the selected sub segment featured more 10 women's linguistic characteristics. Besides analyzing the selected sub segment, the opening segment and the closing segment also included to be analyzed.
- When the fragments have been selected, the writer listed all the exact words of women's linguistic features used by Markona and Dendong in a separate table. One table for Markona's women features and the other for Dendong's. At the end of each table, the writer counted each women's feature that each of them has produced.

Table 1. Women's Linguistic Features Used by Dendong

Fragment	P-F	H	T-Q	R-I	E-A	P-C	I	H-G	S-P	E-S
⋮										
⋮										
⋮										
TOTAL										

- In order to see directly whether Markona and Dendong followed all female's linguistic features and who used more female's linguistic features, the writer displayed the comparison in chart.