

### 3. METHOD

In this chapter, the writer explains the details of the study approach and the procedures of the data collection. The writer also includes the details of data analysis in analyzing Emma Watson's utterances in the interview with People/Entertainment Weekly Network (PEN).

#### 3.1 Approach of the Study

The writer uses a qualitative approach to analyze the data. Creswell and Creswell (2018) state that "qualitative methods rely on text and image data, have unique steps in data analysis, and draw on diverse designs". According to Creswell and Creswell (2018), there are basic characteristics of qualitative research such as natural setting, researcher as key instrument, and inductive and deductive data analysis.

This statement by Creswell and Creswell (2018) about basic characteristics of qualitative research is compatible with the writer's study. The writer uses natural setting as the basic characteristics of qualitative research. According to Creswell and Creswell (2018), a researcher is considered using natural setting as one of the basic characteristics of qualitative research when he or she gathers information by seeing people behave and act within their context. This statement about natural setting by Creswell and Creswell (2018) supports the writer's opinion that YouTube videos are indeed classified as a natural setting since the writer observes Emma Watson in the interview with People/Entertainment Weekly Network (PEN). In this research, the writer is considered as the key instrument. According to Creswell and Creswell (2018), a researcher is considered a key instrument as one of the basic characteristics of qualitative research when he or she is the one who gathers and interprets the information. This statement about researcher as key instrument by Creswell and Creswell (2018) supports the writer's opinion that the writer is the key instrument who collects and analyzes the data taken from Emma Watson's interview with People/Entertainment Weekly Network (PEN). Lastly, the writer analyzed the data through inductive and deductive data analysis. The writer analyzed the data inductively, in which the writer collected and classified the data into certain categories based on the theory used in this research. The writer also analyzed the data deductively by reviewing the data with the theory used in this research to provide information or evidence.

### **3.2 Data Collection**

The writer started to collect the data in February 2025. The writer analyzed the data based on speech acts theory by Searle (1969, as cited in Yule, 1996). The source of data was Emma Watson's interview with People/Entertainment Weekly Network (PEN), focusing on Emma Watson, and the data were Emma Watson's utterances containing speech acts in the video. Emma Watson's interview with People/Entertainment Weekly Network (PEN) video was taken from a platform called YouTube. The writer analyzed the utterances of Emma Watson in the interview with People/Entertainment Weekly Network (PEN) video as the unit of analysis.

In the process of collecting the data, the writer did several important steps. First of all, the writer watched Emma Watson's interview with People/Entertainment Weekly Network (PEN) with a duration of 38 minutes and 38 seconds. The writer continued the process and used NoteGPT to write the transcript of the video. After that, the writer sorted through the transcript and took only Emma Watson's utterances. The writer also rechecked the transcript of Emma Watson's interview with People/Entertainment Weekly Network (PEN) to make sure that the transcript was already correct.

For the next step, the writer gave a specific numbering in organizing the data in order to be able to help the reader to understand the analysis more easily. The writer used a two-digit numbering system to number the data. The first digit represented the number of utterances said by the speaker. The second digit represented which speech acts classification was being discussed. For example, no. 1 referred to declarations, no. 2 referred to representatives, no. 3 referred to expressives, no. 4 referred to directives, and no. 5 referred to commissives. After that, the writer combined both as the numbering system or the coding. For example, no. 1.5 represented the first utterance said by the speaker that was classified as commissives. For more details and examples, the coding was set out as follows:

For example: 1.1 and 10.5

- First digit = the order of Emma Watson's utterances containing speech acts
- Second digit = classification of speech acts

### **3.3 Data Analysis**

For this research, the writer used speech acts theory by Searle (1969, as cited in Yule, 1996). The writer used table 3.1 to explain the details of the data organization. The writer put the specific numbering as discussed in section 3.2 in the numbering column and wrote only the utterances containing speech acts by Emma Watson. After that, the writer put a check mark and added some notes

to explain why the utterance was considered in a specific type of speech acts based on the characteristics of speech acts and according to the theory used to conduct the research.

Table 3.1

Types of Speech Acts

Coding Number	Data	Types of Speech Acts					Notes
		Dec	R	E	Dir	C	
	Total						

Lastly, the writer showed the speech acts classification and the total number of utterances of each type based on the findings. The writer also showed the most frequently used type by adding the frequency for each type. To calculate the total of speech acts type and the frequency, the writer:

- entered the total number of sentences of each type
- divided it by the total number of sentences containing speech acts
- multiplied it by one hundred percent
- ( total of particular speech acts type : total number of sentences containing speech acts x 100% ).

Example: Total of particular speech acts type

$$\frac{\text{-----}}{\text{Total number of all speech acts}} \times 100\%$$

Table 3.2

Totality of Emma Watson’s Speech Acts

Speech Acts	Token (utterance)	Frequency