

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

The type of the research is discourse analysis. The researcher aimed to identify, find out, and analyze the speech acts of the speech based on the theories and interpret the context of the speech. Discourse analysis means a study that is intended to figure out the social interaction, whether in the form of verbal communication/conversation, utterance in essay, or texts. It is analyzed by its medium, or language. In linguistic studies, discourse refers to a complete unified language, which is generally larger than the sentence, whether delivered orally or in writing. Discourse is a series of matching sentences that connect the proportions of one another, forming one unity.

A.S Hikam (2001:4) conveyed the existence of three analytical paradigms used in language analyzing. The first one is called *positivism analysis of discourse*. The main focus of positivism is based on whether or not the language in a discourse is grammatically correct. The terms frequently found in this analysis are cohesion and coherence. This understanding is that one does not need to know the subjective meanings or values that are brought by his statements, because what matters most is whether the statement is correctly expressed according to the syntactic and semantic rules. Therefore, the syntactical truth (grammar) is the main area of the positivism of discourse.

Secondly, it is called *constructivism analysis of discourse*. In the point of view of constructivism, language is no longer only seen as a tool for

understanding objective reality which is separated from the subject as a transmitter of statements. Constructivism actually considers that the subject is the central factor in discourse activities and social relationships. In this paradigm, language is organized and lived in purposeful statements. Each statement basically create meanings, the act of self-formation and the disclosure of the identity of the speaker.

The third one is called *critical discourse analysis*. Language in the point of view of critical dicourse analysis is understood as a representation that plays a role in shaping certain subject, certain themes, and strategies in it. Therefore, discourse analysis is used to dismantle the power that exists in the set of language processes such as, what limitations are allowed to be the discourse, the perspectives to be used, what toppics are discussed. With this view, the discourse of seeing language is always involved in power relations, especially in the formation of subjects, and the various acts of representation found in society which a language will be discussed in broader ways.

Based on the discussion above, the researcher decided to raise *the constructivism analysis of discourse* which analyzes the context behind the languages used in the forms of speech.

B. Subject and Object of the Research

1. Subject

The subject of this research is Hillary Clinton's Concession Speech on November 9th, 2016

2. Object

The objects of this research are the locutionary acts, illocutionary perlocutionary acts that will be analyzed proposed by J.L Austin and the types of speech acts proposed by Searle.

C. Data and Source of Data

1. Data

The data of this research are the video of Hillary Clinton's Concession Speech on November 9th, 2016 and the transcript of the speech, to find out the result of speech act analysis and to interpret the context of the speech.

2. Source of Data

The data sources of this research are the video of Hillary Clinton's Concession Speech on November 9th, 2016 at New Yorker Hotel in New York City which was downloaded from news account on Youtube called Sky News, the speech transcript was transcribed by Vox (online news website) and all of the resources that related to data.

D. Techniques of Data Collection

Because the data in the form of video, records, and transcript texts, so the techniques that are used by the researcher :

Documents and Records : These techniques are used to collect the data (Hillary Clinton's Concession Speech Video from Youtube, the speech transcript, and other resources that related to the research).

Practically, there were three steps of process of collecting data as seen in the following:

1. First, the speech was downloaded, watched and listened attentively several times to figure out the target data / sentences from utterances.
2. Second, the speech transcription of the speaker was downloaded from the internet.
3. Third, the researcher collects the resources that are needed to process out the data in the form of documents and records.

E. Data Analysis Procedure

There are five steps of discourse analysis in the form of constructivism that has been done by the researcher:

1. Collecting

The data were collected by documents and records technique. The researcher downloaded the video of Hillary Clinton's Concession Speech as well as the transcript version.

2. Coding

Because the data in the forms of sentences and words, and to ease the process of analysis. The researcher decided to code the findings based on the selection and classification.

Example :

Rep : Representatives

Com: Commisives

Dir : Directives

Exp : Expressives

3. Selection and Classification

The researcher identified (selected and classified) each merger of sentences to the appropriate speech acts types.

4. Operationalization

After they are classified, the sentences were processed by the theory of J.L.Austin and Searle, which found the messages behind the selected sentences by analyzing the locutionary acts, illocutionary acts, and perlocutionary acts.

5. Interpretation

The last steps, the researcher interpreted what are being said in the speech and what are their uptake according to the sentences' contexts that have been already processed in J.L.Austin's Theory and Searle's Theory of speech acts that are found in Hillary Clinton's Concession Speech on November 9th, 2016. The researcher analyzed the text by constructivism analysis of discourse. It was divided into speech acts analysis, genre analysis, and symbolic interactionism.