

CHAPTER III

Research Method

In this study, the researcher collected data from one video from the TED YouTube channel. Following that, the researcher began watching and analyzing the full video, as well as thoroughly reviewing the speech act used in the video. As a result, the supplied data statements will be summarized into paragraphs to make them easier to understand.

A. Research Design

The design of this study is based on qualitative research conducted using the content analysis approach. Cohen (2007) defines content analysis as the method of condensing and presenting textual material by highlighting significant information and messages. Content analysis distills and examines a theory into a summarized format, employing both established categories and novel themes for development or testing. In a theory-dependent system, these categories are applied using systematic, repeatable, observable, and rule-governed analytical approaches.

This study uses a qualitative content analysis approach to summarize and report textual data. Content analysis involves dividing and interrogating text into summary form, using pre-existing categories and new themes. The researcher collects data from each chapter containing reporting verbs, analyzes the video, and thoroughly reviews facts to summarize data statements into

paragraphs for easier understanding. This method is systematic, repeatable, observable, and rule-governed. The research setting is carried out only through the YouTube platform where it is an application for uploading videos that researchers make as objects of research. Researchers require analyzed Ted Talk video from Robert Waldinger, an American psychiatrist, psychoanalyst, and Harvard professor, to understand what makes a good life. The data collection technique used is only documentation considering that interviews and observations cannot be carried out in this study. The documentation used goes through three stages, namely; The first step is to listen to the downloaded speech and transcribe the video. The second step is to read the transcripts and categorize them based on the speech act functions. Finally, the data was identified using Yule's (Yule George, 1996) taxonomy of speech acts: representations, directives, commissives, expressives, and declarations.

In this study, the researcher gathered data from each chapter that included reporting verbs. Subsequently, the researcher commenced studying and evaluating the movie, while meticulously examining the details presented within it. Consequently, the provided data statements will be condensed into paragraphs for enhanced clarity.

B. Object of the Research

The object of this research is a tedxtalk video entitled “Robert Waldinger: What makes beautiful life? Lessons from the longest study on happiness” which aired on January 26, 2016 on a youtube channel called ‘TED’

(<https://www.youtube.com/watch?v=8KkKuTCFvzI&t=632s>). The researcher made it as object of the research because it was one of the most watched videos, considering that youtube can be accessed worldwide so that many people can watch it anywhere. TED Talks are designed to convey ideas in a clear, concise and impactful way. They are widely available and have official transcripts, as well as video recordings that make it possible to examine non-verbals such as gestures and expressions. It also utilizes a professional communication style that presents speech acts with varied illocutionary that expects good perlocutionary by the audience by implementing the information gained. By making this video as an object of research, it provides an opportunity for interdisciplinarity where there are pragmatic linguistics, public communication; how the effectiveness of speech in motivating behavior change, as well as psychology and sociology which are the main topics. In addition, the speaker also has expertise in the field being discussed, making researchers confident to use this as an opportunity to analyze speech acts and moral values contained.

C. Data

1. The first data in this research is the kinds of speech acts contained in the content of ted talks by Robert Waldinger.
2. The second data in this research is the moral value contained in the speech acts found from the content of the ted talk.

D. Technique of Data Collecting

Moleong (2006) identified three techniques of data collection. They are observation, interview, and documentation techniques. In this research, the researcher used only documentary as there are Ted Talk video and the script of it as the object data to be analyzed. The data for this research is a transcript of a Ted talk by Robert Wilgard with the title "What makes a good life? Lesson from the longest study on happiness". The researchers obtained the data by using the documentation approach. The researcher searched and downloaded the Ted Talk video by Robert Wilgard from www.youtube.com, which was then transcribed and evaluated. There are several stages in the data analysis of this study. The first step is to transcribe the video by listening to the downloaded speech. The second stage is to read the transcripts that have been made and categorize them based on the speech act functions. The final stage was to identify the data using Yule's (Yule George, 1996) taxonomy of speech acts: representatives, directions, commissives, expressives, and declaratory.

E. Research Instrument

Table 3.2 The Matrix of Research Instruments and Data Analysis

No of RQ	Data Collection Technique	Instrument	Investigated Data	Design	Data Analysis Technique
1	Documentation	Video, Field notes	Speech act used	Content Analysis	Interactive Data of Analysis

F. Data Analysis

Cohen (2007) discovered that content analysis involves many processes.

The researcher then follows the five applicable phases to this research:

1. Identify the research topics to be addressed by the content analysis.

This study examines three research areas, as outlined in Chapter 1. The researcher must subsequently compile the relevant data for examination to address the study questions utilizing the content analysis method. Specify the sample to be included.

2. Identify the sample to be incorporated. The researcher subsequently selects paraphrase and synthesis at random. The study analyzes the data from chapters one through three, as outlined in the data gathering section. The reporting verbs are thoroughly and rigorously examined.

3. Identify the units of analysis. The researcher produces data utilizing context units as the units of analysis. "Context units are segments of text that impose limitations on the content to be analyzed in the description of recording units," elucidates Krippendorff (2004) Sentences, paragraphs, words, and complete texts are typical examples of the context unit. The researcher notes paraphrasing or synthesis in paragraphs that include reporting verbs. 4. Identify the categories for examination. The researcher categorizes and classifies the collected material. This is accomplished by examining the data in accordance with the hypotheses presented in Chapter 2. The information is categorized into two segments: data results and data analysis.