

CHAPTER III

RESEARCH METHOD

This chapter presents the description of the research method related to the topic of this research. This chapter describes the complete research procedures and all the stages. It consists of the research design, the sample of data, the source of data, the technique of collecting data, the technique of analyzing data, and the organization of the paper. This chapter helps the researcher discover the kinds and functions of social deixis in Oprah Winfrey's interview with Meghan Markle and Prince Harry on the talk show CBS Morning.

3.1 Research Design

Every research needs a research design, and so does this study. According to Kountour, there are two types of research designs, namely qualitative and quantitative, seen from the type of information or data collected in the research (2000: 15). This research was conducted using descriptive methods and analyzed using qualitative methods.

According to Vanderstoep, qualitative methods rely more on text than numbers to describe the phenomenon being analyzed (2009, p. 7). Then the results of data analysis are reported in the form of phenomenological descriptions. According to Sudaryanto, the description method is defined as an investigation based on facts (1993, p. 62). This survey does not include numbers but deals with survey data in the form of words and phrases. From the reasoning above, it can be concluded that the qualitative descriptive method is research based on facts to achieve research objectives from data in the form of words and phrases.

This research deals with research data in the form of words and phrases. Data collection methods in qualitative research are observation, interview, content analysis, etc. This research uses content analysis as a research tool to analyze the data and find the phenomenon of social deixis that occurs in interview data. Research using qualitative content analysis focuses on the characteristics of language as a communication tool by paying attention to the content or contextual meaning of the text (Hsieh & Shannon, 2005). Data may be in verbal, printed or electronic form that can be obtained from narratives and interviews (Kondracki & Wellman, 2002 cited in Hsieh & Shannon, 2005).

The selection of the content analysis method aims to discuss the content of written or printed information in depth. The purpose of qualitative research is descriptive because it is to describe the viewpoints of research participants thoroughly (Vanderstoep, 2009, p. 7). Content analysis is used to look at information from different audiences; audiences here refer to readers, listeners, or other participants. In this research, the data is utterance of an interview. Content analysis is used to discuss the reference words in the social or honorific context in Oprah Winfrey's interview with Meghan and Prince Harry.

3.2 Sample of Data

The data in this research are taken from transcript in the Sun website entitled: *Oprah Winfrey's interview with Meghan Markle and Prince Harry*. The researcher provides some example of data analysis based on statement of problem used in Cruse (2006) and Levinson's theory (1983). In this research, the data sampling technique used purposive sampling technique. According to Sugiyono (2013, p. 85) purposive sampling is a sampling technique with certain considerations. If the population is large, then the researcher does not need to interpret all the data. Researchers can take representative data samples (Sugiyono, 2013: 81). The data in this research uses samples from various expressions of kinds of social deixis and functions of social deixis. These can be seen in the sample data of table below:

Table 1. Sample of data

No.	The Utterance	Kinds of Social Deixis	Functions of Social Deixis
1.	Oprah Winfrey: That would be really great. Before we get into to it, I just want to make clear to everybody that, even though we're neighbours, I'm down the road, you're up the road, we're using a friend's place. There has not been an agreement, you don't know what I'm going to ask.	Relational Social Deixis (Speaker and Bystander)	Politeness
2.	Oprah Winfrey: Everybody who gets married knows you're really marrying the family. But you weren't just marrying a family, you were marrying a 1,200-year-old institution , you're marrying the monarchy.	Relational Social Deixis (Speaker and Setting)	Social Identity

3.	Meghan: There wasn't a huge formality the first time I met Her Majesty The Queen . We were going for lunch at Royal Lodge.	Absolute Social Deixis (Authorized Recipient)	Social status differentiation
4.	Oprah Winfrey: So, you didn't have a conversation with yourself, or talk to your friends about what it would be like to marry a prince , who is Harry.	Relational Social Deixis (Speaker and Referent)	Social status differentiation
5.	Meghan Markle: I think, as Americans especially, what you do know about the royals is what you read in fairytales	Absolute Social Deixis (Authorized Speaker)	Social Identity

Based on table 3.1 above, there are five kinds of social deixis and their functions based on Cruse (2006) and Levinson's theory (1983), which resulted from the data classification conducted by researcher. The data taken from transcript in the Sun website entitled: *Oprah Winfrey's interview with Meghan Markle and Prince Harry*. In this research, the researcher takes several examples for the data. This research takes utterance of deixis and analyzes using narrative or descriptive analysis. The researcher makes data with a table in the appendix to make it easier for readers to understand the data. For examples:

Relational Social Deixis - Speaker and referent (referent honorific)

Oprah: *So, you didn't have a conversation with yourself, or talk to your friends about what it would be like to marry a prince, who is Harry.*



(Oprah Winfrey, 2021 – 04:00)

The context of the utterance is that Oprah Winfrey opened the interview session by asking Meghan Markle about Meghan and Prince Harry's marriage, whether Meghan did research or talked to friends when going to marry the royals. Then, Meghan said that she did not do any research and felt no need to have conversations with herself or friends. Then, Oprah reconfirmed Meghan's statement that she did not talk to herself or her friend about what it was like to be married to a prince, who is Harry. The social deixis expression "a Prince" appears in the utterance spoken by the speaker Oprah Winfrey, which refers to the referent, Prince Harry. Oprah as the speaker mentions "a Prince" when responding to the speech uttered by Meghan.

The expression "a prince" spoken by Oprah in the conversation categorized as speaker and referent relational social deixis, because Oprah uses the term "a Prince" which refers to Prince Harry. This expression used to give honor and emphasize that Prince Harry is an honorable person who has a position as a male descendant of the royal family. The expression 'prince' is a title for male descendants in the royal family. Oprah uses the social deixis expression "a Prince" to honor and appreciate the referent being discussed. Thus, the social deixis expression here belongs to the Speaker and Referent social deixis. According to Levinson (1983), this form refers to the object or person discussed in an utterance. It aims to show honor or appreciation by the speaker to the person who is the referent. Social status differentiation is the function of this kind of social deixis expression.

3.3 Source of Data

The research data that the researcher will analyze are words, phrases, and sentences that appear in the data source. In this research using interview script between Oprah Winfrey, Meghan Markle and Prince Harry, in the conversation contains social deixis in Oprah Winfrey's interview with Meghan Markle and Prince Harry, for the data. This research analyzes the kind of social deixis and its function found in the speech.

Then, this research used Oprah Winfrey's interview with Meghan Markle and Prince Harry as a data source. The video full interview was downloaded from Oprah Winfrey-Meghan Markle Interview Telegram Channel through the link below: (<https://t.me/oprahgirl/8>). Oprah Winfrey's interview with Meghan Markle and Prince Harry was held on March 7th, 2021. The interview duration is as long as 01 hours 05 minutes and 51 seconds. The speech script of Oprah Winfrey's interview with Meghan Markle and Harry was downloaded from the Sun Website through the link below: (<https://www.thesun.co.uk/news/14277841/meghan-markle-oprah-interview-full-transcript/>)

3.4 Technique of Collecting Data

The data found in this research are written documents in the form of scripts from the Sun Website. The researcher used internet sources as a data collection technique. The population in this research is the utterance delivered by Oprah, Meghan and Prince Harry in the CBS Morning talk show. According to Sugiyono (2013: 80), population is a generalization area consisting of objects or subjects that have certain qualities and

characteristics set by researchers to study and then draw conclusions. The steps taken in collecting the data are as follows:

1. Internet Sources

- a. Searching for a speech and talkshow in YouTube.
- b. Finding the speech of Oprah Winfrey's interview with Meghan Markle and Prince Harry in CBS Morning Youtube Channel.
- c. Searching for the script of Oprah Winfrey's interview with Meghan Markle and Prince Harry on the internet.
- d. Finding the script of Oprah Winfrey's interview with Meghan Markle and Prince Harry on the Sun Website, namely the Official Website in UK edition, about breaking news on current events, the latest on Oprah Winfrey's interview with Meghan Markle and Prince Harry and other movers.
- e. Downloaded the video full interview from Oprah Winfrey-Meghan Markle Interview Telegram Channel.
- f. Downloaded the script of Oprah Winfrey's interview with Meghan Markle and Prince Harry from the Sun Website.

2. Document study

- a. Reading books, journals and articles related to the study of pragmatics, especially social deixis.
- b. Reading articles related to the issue of Meghan Markle and Prince Harry.
- c. Reading the full script of Oprah Winfrey's Interview with Meghan Markle and Prince Harry.

3. Observation

- a. Observed and Highlighting words or phrases that belong to the type of social deixis in Oprah Winfrey's Interview with Meghan Markle and Prince Harry
- b. Wrote the data, which belongs to the kinds of Social Deixis in Oprah Winfrey's video interview with Meghan Markle and Prince Harry.

In this research, the data sampling technique used purposive sampling technique. According to Sugiyono (2013, p. 85), purposive sampling is a sampling technique with certain considerations. According to Sugiyono (2010, p. 95), if the researcher has objects or subjects in a large population, the researcher can determine approximately 30-500 of the population. Therefore, in this research, researchers took data samples that fulfill the criteria related to the kinds of social deixis and the function of social deixis in the

utterances used by Oprah, Meghan and Prince Harry. According to Sugiyono (2013), the determination of sample members in purposive sampling, researchers can take representatives from each group in the population whose number adjusted in each group. Therefore, researchers only interpret some examples of social deixis expressions that have different language variations in Oprah's interview speech with Meghan and Prince Harry.

3.5 Technique of Analyzing Data

The steps taken in analyzing the data are as follows:

- a. Sorting the data. After collecting the data, the researcher reads the entire data gradually and highlights the words that are considered to be included in social deixis. After that, the researcher writes the findings in the form of a list of data.
- b. Interpreting the data. After sorting the data, the researcher describes how the data will be classified into the kinds of social deixis based on the interpretation of the speaker and the addressee. Then the researcher interprets the data including the kinds of social deixis: referent, addressee, bystander, setting, authorized speaker, and authorized recipient through the context or the background regarding the implementation of Oprah Winfrey's interview with Meghan Markle and Prince Harry and information regarding Oprah Winfrey's interview with Meghan Markle and Prince Harry. Based on this statement, the classification of social deixis data shows that there are social deixis expressions that have similar characteristics of the kinds of social deixis, so that researchers only interpret some examples of social deixis expressions that have different language variations in Oprah's interview speech with Meghan and Prince Harry. For all social deixis data found, it is presented in the appendix.
- c. Classifying the data. After interpreting the data, the researcher classifies each utterance that has been interpreted into the kinds of social deixis as follows relational and absolute.
- d. Identifying the function. After classifying the data, the researcher identifies the data to know the function of social deixis.
- e. Making conclusions. The researcher writes the description of each data that has been analyzed. Then, the general result of analyzing data will be classified into the table. The final step is making interpretation. The interpretation comes from the writer's understanding.