CHAPTER III

METHODOLOGY OF RESEARCH

This chapter explains about the method of the research, data source of the research, technique in collecting the data and technique in analyzing the data.

3.1 Method

This research used qualitative method which described the findings about the application of humor theory by Ermida. As in Heigham & croker (2009: 334) qualitative method allows researcher to understand the subject of the research with the focus of the study and use research approach such as ethnography or case study. It is different with quantitative research that aim to collect numbers, qualitative research aim to collect words by the understanding from the subject of research, and also qualitative research use common pattern to make the researchers have multiple interpretation in analyzing the data.

3.2 The data source.

The data of this research is the corpus of the conversation among the actors or actresses in OVJ. In linguistic research, corpus is the data which can be sources from spoken or written text to make researcher easily to find how the common usage of the language, as in Heigham & croker (2009: 309) “a corpus is a collection of authentic spoken and/or written texts created so that researchers can see how language is commonly used”.
3.3 Technique of data collecting

The corpus collected from the conversation between the actor and actress in the comedy show OVJ. The steps used to collect the corpus are as follows:

a. Watching the comedy show several times.
b. Writing down/ taking notes the data of the conversations.
c. Transcribing the utterances of the actors and actresses.
d. Identifying which corpus included in three families theory of humor

3.4 Technique of data analyzing

The corpus is as discourse in this research analyzed by using qualitative method. As Ross (2005: 41) “Discourse is used to describe the rules and conventions underlying the use of language in extend stretches of written and spoken text”. To analyze my data, I use the discourse analysis, based on Heigham & croker (2009: 244) discourse analysis may include in analysis of conversation, speech act, cohesion, contextual and interaction. It means discourse analysis might allow researchers to have idea of the language features from theory. Below are steps in analyzing the data:

a. Collecting the data

I collected the data of the OVJ comedy show in one week range of episodes from May 30th until June 5th 2012. It was in youtube.com which the downloadable version of the latest episodes, every episodes is broke into several parts because there is limitation of amount download data in youtube.com.
b. Transcribing into corpus

After collecting the data, it was transcribed the spoken data into corpus, the full script of the OVJ comedy show was transcribed manually by repeatedly heard the utterances that spoken by the actors and actresses.

c. Organizing and interpreting data

Based on humor theory by Ermida, the corpus organized and interpreted into three theories of humor, those are disparagement, release and incongruity theory.

d. Presenting the finding

After organizing the data and interpreting the data, the presenting of the finding is put in chapter four. The way of presenting the findings is describing data systematically based on the conversations’ interpretation in which those contain humor. This presenting of the finding is connected to Ermida’s theory, then follows by research conclusion which giving illustration or arguments about humor in OVJ.