

CHAPTER III

METHODOLOGY

This chapter concerns methods that are used in conducting this research. It contains Research Design, Participants, Data, Data Sources, Instruments, Data Collection, and Techniques of analysis the data.

3.1 Research Design

In this analysis the writer analyzed Madurese language style in Market of Semampir Kraksaan Probolinggo which is concern with the utterances of the buyers and the sellers in this market. The writer used qualitative research to reveal the statement of the problems and analyze it with some description. Parkinson and Drisland (2011) in the book of Qualitative Research said that “qualitative research is research using methods such as participant observation or case studies which result in a narrative, descriptive account of a setting or practice” (p, 2). This analysis used qualitative because the data in this analysis is in the form of words. This data got from the utterances conversations of seller and the buyer at Market Semampir Probolinggo. As Lia (2010), “Qualitative is concerned with the structures and patterns and how something is. (p. 33). QSR International Pty Ltd in Rahmawati (2102) Qualitative research is all about exploring issues, understanding phenomena, and answering question.

3.2 Participants

The participants of this study are buyers and sellers at Market Semampir Kraksaan Probolinggo, especially in Mrs. Agus’s shop. Buyers are man or woman all races, ages,

educational status, socio-economic status, and residential areas who buy a cloths at Mrs. Agus's shop. There are \pm 130 buyers in a month who bought cloths at this shop. And there are three sellers in this shop, Mrs. Agus 45th as the owner of shop, Devi 22nd and Wasi' 18th as a helper in this shop.

Mrs. Agus is the owner of this shop, she become a seller of cloths \pm 15th until now. The background of education of Mrs. Agus is only graduated from Elementary School. She used Madurese language in her daily activities at her home.

Devi 22nd as a researcher in this shop is a student of UIN Sunan Ampel Surabaya and the daughter of Mrs. Agus. She also used Madurese language in her daily activities.

Wasi' 18th as a helper in this shop, she is from Kalibuntu. The background of education of Wasi' is graduated from senior high school in her village. She also used madurese language styles in her home.

3.3 Data

Data are the collection of real material that are used for analysis, discussion or presentation of something. The data in this study are the verbal language of the buyers and sellers at this shop in Madurese language. Mostly buyers in the market of Semampir used Madurese language, but there are some people used Indonesian language and Javanese language in this market.

3.4 Data Sources

The data of this study were taken from the conversations between buyers and sellers at Market Semampir Kraksaan Probolinggo especially in Mrs. Agus's shop as a seller of cloths in this market. The writer took this place it is because my mother's place. My mother became a seller at this market \pm 15th years until now. Automatically my mother has many customers. The place of my mother's shop is strategic because it is located in artery of

Market Semampir, and it makes the old customers and new costumers easy to find my mother's lapak.

3.5 Instrument

The key instrument of this analysis is the **writer herself**. The writer used **tape recorder** to record the conversation between the buyers and the sellers. The writer also used **note book** to write something that cannot describe by buyers and the sellers. The writer used it also to write the interview between me as interviewer and the buyers as interviewee. It explained about the personality of the buyers itself. Then, the script of conversation between buyers and the sellers in the recording becomes the complement instrument to this analysis.

3.6 Data Collection

The writer used tape recorder to collect the data for this study. The reason is because the data source is a conversation between buyers and sellers at market Semampir. The data were taken on Saturday until Thursday, and only start at 08.00 am until 12.00 am, because on Friday my mother's lapak close. The writer started to record the conversation at 08.00 am until 12.00 am it is because mostly customer of my mother buy some cloths in my mother's shop at 08.00 until 12.00 pm. And at 12.00 am until 16.00 pm, the customer is less.

The writer also used interview as a method to collect data personality of the buyers. The personality of the buyers includes names, age and old customers or new customers.

The writer used the following steps while collecting the data:

1. Record the conversation between buyers and sellers.
2. Write the result of tape record and then underlined word of Madurese language styles
3. Write the personality of buyer from the result of interview.

3.7 Data Analysis

In this study, the writer used the theory of Madurese Language styles and Janet Holmes theory in reasons of influencing people chooses certain language styles. In analyzing the data, I did some steps

The steps of data analysis;

- First the writer started to hear the conversation between buyers and the sellers at Market Semampir Kraksaan Probolinggo and then start to hear the conversation in the record.
- Second, the writer wrote the whole conversation between the buyer and the seller.

Such as;

- a. “Buyer: Yu....Gen senapah kodungeh seng nekah Yu..???”
 “Seller: Nekah.....telo polo Yu,,argenah.”
 “Buyer: Agguh,,,Jek Lang-Larang napah Yu.”
 “Seller: Mode nekah ampon Yu,,,,tak larang pon”

Translation:

“Buyer: Excuse me, how much this veil?”
 “Seller: this is thirty thousand.”
 “Buyer: it’s so expensive.”
 “Seller: it’s cheaper, not expensive”

- b. “Buyer: Lek....Berempah argenah kodengeh lek?”
 “Seller: seriah argenah telo polo.”

Translation:

“Buyer: How much this veil Lek?”
 “Seller: thirty thousand”

- Next underline each utterance which is including casual or *Enja’ Iya’* style, formal or *Enggi Enten* style, and etc.

Such as;

- a. “Buyer: Yu....Gen senapah kodungeh seng nekah Yu..???”
 “Seller: Nekah.....telo polo Yu,,argenah.”

“Buyer: Agguh,,,Jek Lang-Larang **napah** Yu.”
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Translation:

“Buyer: Excuse me, how much this veil?”
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- b. “Buyer: Lek...**Berempah** argenah kodengeh lek?”
 “Seller: seriah argenah telo polo.”

Translation:

“Buyer: How much this veil Lek?”
 “Seller: thirty thousand”

- Then, the writer started to decide the reason of Language style itself.
 - a. “Buyer: Yu...Gen **senapah** kodungeh seng **nekah** Yu..???”
 “Seller: **Nekah**....telo polo Yu,,,argenah.”
 “Buyer: Agguh,,,Jek Lang-Larang **napah** Yu.”
 “Seller: Mode nekah ampon Yu,,,,,tak larang pon”

Translation:

“Buyer: Excuse me, how much this veil?”
 “Seller: this is thirty thousand.”
 “Buyer: it’s so expensive.”
 “Seller: it’s cheaper, not expensive”

The conversation above uses polite language. It is because the buyer doesn’t close to the seller or never know before to the seller.

- b. “Buyer: Lek...**Berempah** argenah kodengeh lek?”
 “Seller: seriah argenah telo polo.”
 Translate:
 “Buyer: How much this veil Lek?”
 “Seller: thirty thousand”

The conversation above more casual than before, it is because the seller and the buyer know each other.

- Last, the writer made the conclusion of it and start to analyze it.

Hence, the writer used of qualitative research to reveal the statements of problems and analyzed it with some descriptions. The participants of this study are buyers and sellers at

Mrs. Agus's shop. The data in this study is a verbal language of buyers and sellers. The data were taken on Saturday until Thursday at 08.00-12.00 o'clock. The writer used tape recording to collect the data and book notes to write the interview between me and buyers to get the personality of the buyers. Then the last I wrote the script of the conversations and start to analyze it.