CHAPTER III

FINDING AND ANALYSIS

For the purposes in this study, the writer chose a talk show named "Live With Kelly and Michael!" from ABC channel, there are 4 randomly episodes chosen by the writer to find the compliments and compliment responses. Every episode takes about 40 minutes. Totally, this study will analyze 4 episodes of around 160 minutes. There are 20 participants consisted 11 women and 9 men. The participants are Kelly Ripa (K) and Michael Strahan (M) as hosts, Sydney (S) and Gelmann (G) as co-hosts, the star guests Kim Kardashian (KK), Rebel Wilson (RW), Rosie Huntington (RH), Robert Downey Jr (RD), Chris Pratt (CP), Channing Tatum (CT), Ray Liotta (RL), Kevin Mc. Kidd (KM), the additional guests via phone and the dancers Longen Lane (LL), Allita Leg (AL), Patty Crescendo (PC), Teresa Cheney (TC), Felicia Robinson (FR), Leandro Palacio (LP), Marley Hansen (Marley), and a boy as an audience (unknown name).

The writer uses qualitative and quantitative approaches that support each other while qualitative is the priority approach in this study. Wray, Trott, and Bloomer (1998) found that the important of qualitative approach is to explore the types of strategy, the qualities in the data, and learning why certain speaker used them in specific context with certain people. Also, qualitative approach is the main method that helps the writer to answer the research questions, the research questions are what are the most topics that male and female used in compliment?

And what are the differences between male and female in responding to the compliment?.

In addition, Burns (1999) stated that "the aim of qualitative approach is to offer descriptions, interpretations, and clarifications of naturalistic social context." It is clear that qualitative approach will be used for description, interpretation and comparison between men and women in topics and responses compliment. Furthermore, quantitative approach is needed in this study because it will be support the interpretation of topics of compliment and responses of compliment data with the numbers and tables that writer uses to count the data found.

The data collections were done as follows: First, the writer downloaded 4 videos of "Live! With Kelly and Michael" show randomly. Second, the writer observed the videos and transcribed them. Video is a tool that writer uses in this study because it very useful for writer to clearly observe verbal and non-verbal act, such as facial expression. Third, the writer divided the topics of compliment and responses of compliment statements to be analyzed more into tables. The topics of compliment adapted from Herbert (1998) and classified into appearance, possession, performance/skill/ability, personality and other. While the compliment responses were classified into agreement, non-agreement, and other interpretation (adapted from Herbert; 1986). Fourth, the writer started to show the topics of compliment and the responses of compliment into layout. Then the last step was to draw conclusion of the study. The finding of the study to answer the research questions as mentioned go into detail in the following sections.

A. Topic of Compliment

As the first research question in this study deals with the most topics that male and female used in compliment in "Live! With Kelly and Michael" show. The variables are divided into two categories, different gender and same gender.

For this section on topic of compliment, Herbert (1998) is used in this study. Herbert (1998) categorized the topic of compliment into 4 types, they are: Appearance, possession, performance/ ability/ skill, and personality. In addition, this study adds "Others" topic for the fifth category for topic of compliments, it is for compliments that not belong in those 4 types.

Table 3.1.1 Explanation and Extract of the Data

Topic	Description	Example	Explanation
Appearance	compliment someone's external packing, the make-up, and the clothes and so on.	Kelly to Ray Liotta: you look super cool, I love it.	Kelly compliment Ray Liotta about his looks.
Possession	compliment something of someone's.	Michael to Rebel: your hair is really good	Michael compliment Rebel's hair do.
Performance/ ability/ skill	compliment someone's job or competences.	Michael to Rebel Wilson to : You're also a talented though I think you could all have their own individual music career.	Michael compliment Rebel performance's by "Rapping"
Personality	compliment someone's internal traits or people friendship or other emotions.	Michael to Allita: You are very wise woman Allita.	Michael compliment a guest named Allita because of her personality.
Other	(the writer adds "Other" for compliment that mixed or not belong to the topics above)	Michae to Patty: Nice dancing with the sandals.	Michael compliment Patty by her dance performance and the sandals that

			she used. It mixed between performance topic and possession

adapted from Herbert (1998)

Table 3.1.2. Topics of Compliment Based on Gender Differences in "Kelly and Michael" Show

Topic	F-F		F-M		M-M		M-F		Total	
	No	%	No	%	No	%	No	%	No	%
Appearance	4	23.5%	3	23.1%	3	37.5%	3	16.7%	13	23.2%
Possession	4	23.5%	4	30.8%	0	0%	3	16.7%	11	19.7%
Performance/ Ability/ Skill	8	47.1%	4	30.8%	5	62.5%	8	44.4%	25	44.7%
Personality	0	0%	2	15.3%	0	0%	2	11.1%	4	7.1%
Others	1	5.9%	0	0%	0	0%	2	11.1%	3	5.3%
Total	17	30.4%	13	23.2%	8	14.3%	18	32.1%	56	100%
	F= 30 (53.6%)				M= 26 (46.4%)					

(adapted from Herbert; 1998)

In terms of topic of compliment, the table 3.1.2 shows that the most topic that used by both female and male to same gender and different gender is "performance/ ability/ skill". The result shows from 56 compliments found, 25 go to "performance/ ability/ skill" . Here the extract from the data that the male host Michael Strahan gives compliment to a female actress guest Rebel Wilson because she did rap very well.

Extract1:

Rebel Wilson: So I think, I have to do is like my sisters be as well. We make it even like holes, umm I mean (Rebel does a rap) "wanna rap Rebel? I'm a bad too, wanna rap Rebel?cause I can't do a rap too

wanna rap Rebel? I'm a bad too, cause I can't do a rap too!. Jump, jump
we'll make it. Jump, jump we'll do it. ahaaha"
Michael: That's was great, I was feelin it, I was feelin it! Wow, you are
great!

Besides that, male more often give "performance/ skill/ ability" topic than
female, as the table drawn male got 13 and female got 12. Then the table above
shows there are 17 (30.4%) compliments that used by female to female, 13
(23.2%) compliments given from female to male, 8 (14.3%) compliments from
male to male and 18 (32.1%) compliments from male to female they chose
"performance/ ability/ skill" topic the most. there are 8 compliments or 47.1%.

According to the percentage of compliment in table 3.1.2, it is clear that
female make more compliment than male, in 56 compliments, female give 30
compliments (53.6%) and male give 26 compliments (46.4%). Then, the table is
obvious enough that in 56 compliments in this data, the most topic used by female
or male is same. It is "performance/ skill/ ability" topic and reaches 25 (44.7%).
For the most second topic female used is "possession"When it comes on the
extract is about "possession" topic, taken from the scene when Robert Downey Jr.
said that his shoes are Valentino brand so Kelly as the host compliments Robert's
shoes.

Extract2:
RD: The shoes that are Valentino
M: Yes
K: Wow, incredible

While male used "appearance" for the most second topic. Another is
extract about "appearance" topic as the second top topic used after "performance/

skill/ ability". The compliment is from female to female, Kelly as the female host compliments the guest Kim Kardashian about her looks.

Extract3:

    Kelly to Kim Kardashian: "you always, always look beautiful"

In addition, compare to other study that the researcher found about topic of compliment based on gender, this study has different result with Herbert's (1998) and Sun's (2013) study. The researcher found the most topic of compliment that used by male and female is "performance/ ability/ skill". Compare to Herbert's (1998) found that women frequently compliment each other on "appearance" topic while men choose "possession and skill", while Sun's (2013) study found that women is more often in giving and receiving compliment especially on "appearance".

B. Response of Compliment

This section is to answer the second research questions about the differences between male and female in responding to the compliment by adopting Herbert's (1989, 1990) perspective. So, table 3.2.1 and 3.2.2 below summarizes the researcher's findings in "Live! With Kelly and Michael" show for 4 videos in the total of 56 compliments were analyzed.

Table 3.2.1 Explanation and Extract of the Data

Response	Explanation	Extracts of Data
A. AGREEMENT **I. Acceptance** **a. Appreciation token**	The Addressee agrees and responses the compliment through tokens such as thank you, thanks, thank you so much, well, and thank you, or with non-verbal responses such as; smiles and nods (Pomerantz,1978).	M: I pointed that you perfect in the beat. You master it,and umm RW: Ow, thank you

b. **Comment Acceptance**	The addressee accepts the compliment with an appreciation token (Thanks) and adds a comment that related about the thing that being complimented	K: …I mean tell me about it do you like getting ready cause you always look camera-ready. KK: thank you I do really enjoyed the process of getting ready
c. **Praise Upgrade**	The addressee is not only accepts the compliment but she or he ponders and increase the appraisal.	KM: I do, I do, sometimes I directs on Grey's Anatomy now as well as I am act on its own great to be here last week which is exciting. K: that's great KM: I do I trying do other things you know I try I surf a lot, a start to have surfing in California.
II. Comment History	The addressee actually agrees with the compliment and she/he adds a History Comment in it.	M: I now impress with your trees knowledge. K: I went there and I read the sign of the tree
III. Transfer a. **Reassignment**	The addressee actually agrees with the compliment but it is transferred to third person or to the object that complimented itself.	KK: you (Kanye West) only get one thing, outfits or glam? M: But you did two fits today KK: yes, so I mean he was right you know, cause just I wasn't thinking about it was going to be sitting, it was a little in to revealing, so he, he
b. **Return**	The addressee agrees about the compliment and gives the compliment back to the one who gives the compliment.	K: you always, always look beautiful KK: oh thank you, so do you!
B. Non-agreement **I. Scale Down**	The addressee scales down the compliment by decreasing its force (Herbert, 1989:15).	M: you look like you know you were doing expert, the first key always look the part. KM: it is just the clothes
II. Question	The addressee might want an enlargement or repetition of the compliment or question the naturalness of the compliment.	-

III. Non-acceptance 1. Disagreement	The addressee responses the compliments with disagreement statement directly with the speaker compliment.	KM: Oh wow, I like the work that Kelly had K: that the worst part
2. Qualification	The addressee chooses not to fully accept the compliment offered by qualifying that compliment, usually by employing.	CP: I love your shoes, I want them too K: you better think about it again and they are too small for you
3. No – Acknowledgement	The addressee chooses not to give a response to the compliment by not hearing the compliment statement (shift the topic) or chooses not to respond to it (silence).	K: I know you were a great player once.. M: Okay but, but the thing that you know, you know Tom Brady?
C. Other Interpretations I. Request	The addressee takes the compliment as a request rather a simple compliment.	-

Furthermore, as the result of the responses of compliment based on different gender and same gender that found in 4 episodes is brief in table 3.2.1. below.

Table 3.2.2. Response of Compliment Based on Gender Differences in "Kelly and Michael" Show

Responses Strategy	F-F		F-M		M-M		M-F	
	No	%	No	%	No	%	No	%
A. Agreement I. Acceptance a. Appreciation Token	9	53%	10	58.8%	4	66.6%	9	56.3%
b. Comment Acceptance	3	17%	1	5.9%	0	0%	0	0%
c. Praise Upgrade	2	12%	0	0%	0	0%	1	6.2%
II. Comment History	0	0%	2	11.7%	0	0%	2	12.5%
III. Transfer 1. Reassignment	0	0%	1	5.9%	0	0%	0	0%

2. Return	1	6%	0	0%	0	0%	0	0%
Subtotal	**15**	**33.3%**	**14**	**31.1%**	**4**	**8.9%**	**12**	26.7%
Total= 45	**64.4%**				**35.6%**			
B.Non-agreement I. Scale Down	1	6%	0	0%	1	16.7%	0	0%
II. Question	0	0%	0	0%	0	0%	0	0%
III. Non-acceptance 1. Disagreement	0	0%	1	5.9%	0	0%	2	12.5%
2. Qualification	0	0%	1	5.9%	0	0%	0	0%
3. no acknowledgement	1	6%	1	5.9%	1	16.7%	2	12.5%
Subtotal	**2**		**3**		**2**		**4**	
Total= 11	**45.4%**				**54.6%**			
C.Other Interpretations I. Request	0	0%	0	0%	0	0%	0	0%
Subtotal	0	0%	0	0%	0	0%	0	0%
TOTAL	**F-F=17--- 30.4%** **F-M=17---30.4%** **(60.8%)**				**M-M=6—10.7%** **M-F=16---28.5%** **(39.2%)**			

(adapted from Herbert; 1986)

Main Types:

1. Agreement : 45 = 80.4%

2. Non-agreement: 11 =19.6%

3. Other interpretation: 0 = 0%

Appreciation Token: 32 responses

F-F	F-M	M-M	M-F
9 (28.1%)	10 (31.3%)	4 (12.5%)	9 (28.1%)
F: 59.4% M:40.6%			

First explanation as shown in Table 3.2.2 in this present study, the researcher found that both female and male respond to accept or agree with the compliment given to them. Among three main categories, "Agreement" responses happened most frequently for 45 responses (80.4%), following Non- Agreement 11 responses (19.6%) and no one chose "Other Interpretations" to response the compliment. Then, as shown in table 3.2.2 for "Agreement" sub-type, we can see that both female and male more often chose "Appreciation Token" to response the compliment than other sub-type. From 56 responses of compliment found in the data "appreciation token" gets 32 (56.3%).   As the researcher said in table 3.2.2, "Appreciation Token" is when an addressee accept the compliment and responses it usually through verbal or non-verbal way such as "thank you", "thanks" or non-verbal with nods or smiles. Here is the extract from the data that Michael Strahan compliment Rebel Wilson and she responses it by saying "thank you" that means include "appreciation token".

Extract1:
M: yeah, your style good by the way
RW: Oh thank you

Then, table 3.2.2 data above clears enough to mention that female more frequently giving and responses compliment than male. From 45 responses of compliment that accept or agree with the compliments given, female response the compliments for 64.4% while male for 35.6%. This present study has similar result with Cai's (2012) study who said that female more likely receive compliment more than male. And this present has different result with the study of Herbert's (1990) who claimed that female accepted more compliments from male than from female, because in this present study women accepted the compliment from each other that from men.   For the second sub-type that female chose in responses of compliment is "Comment Acceptance" that's mean the addressee accepts the compliment with an appreciation token (Thanks) and adds a comment that related about the thing that being complimented, as the extract is Kelly compliment Kim Kardashian about her looks and Kim responses it with saying "Thank you" and adds the comment that related to the topic.

Extract2:
        K:I have to say it is really you by it's really beautiful look, I think it's really well done
        KK: Thank you, I did spend a lot of time on it

While for male's responses of compliment is "comment history" that means The addressee actually agrees with the compliment and she/he adds a History Comment in it. for the extract is Robert Downey Jr. responses Kelly's compliment about his shoes that he bought from New Zealand.

Extract3:
        RD: the shoes that are Valentino
        K: incredible
        RD: yes, I have all these items back by New Zealand

Second, in "Non-Agreement" category among the total of 11 responses of compliment, men got 6 (54,6%) and women got 5 (45,4%). Male got more than female in responses of compliment, they response to not agree with the compliment by female with "Disagreement" sub-type that means the addressee responses the compliments with disagreement statement directly with the speaker compliment. The extract below explain that Rebel Wilson does not agree with Michael's compliment.

Extract4:

    M: That's was great, I was feelin it, I was feelin it!

    RW: I don't know I don't know may be I'm sick of rapping

And "No- Acknowledgment" sub-type is the speaker shifts the topic or she/ he does not response the compliment (silence). The next extract is when Michael chose to shift the topic in response Kelly's compliment.

Extract5:

    K: I know you were a great player once..

    M: Okay but, but the thing that you know, you know Tom Brady?

At last, in the last category as the researcher said before that from the data found that both male and female did not chose "Other Interpretation".