

CHAPTER III

RESEARCH METHOD

This chapter presents the description of the research method employed in this thesis. It presents the research design, data and data sources, technique of data collection, technique of data verification, and data analysis.

A. Research Design

This research used descriptive qualitative approach. It means that the research is based on specific phenomena and the data is primarily analyzed in the form of words or description, not numbers (Denzin & Lincoln, 2000:3). Ritchie & Lewis (2003:3) says “qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them.” In this research, the researcher collected the data from movie transcript and analyzed the utterances containing requestive acts performed by the characters in cinderella (2015) movie.

The design of this research is content analysis. Krippendorff (2004:18) defined content analysis as “a research technique for making replicable and

valid inferences from texts (or other meaningful matter) to the contexts of their use.” This definition highlights reliability (specifically in replicability) and validity data as a due to doing a content analysis. Replicability refers to “the researcher working at different points in time and perhaps under different circumstances should get the same result when applying the same technique to the same data. Validity refers to “the research effort that is open for careful scrutiny and the resulting claims can be upheld in the face of independently available evidence.” (Krippendorff, 2004:18). In doing this research, the researcher focuses on analyzing and interpreting the data that obtained from transcript of “Cinderella (2015)” movie based on its contexts. in addition, the researcher also studied any secondary sources related to the topic of the research in order to get the understanding of the contexts.

B. Data and Data Sources

Data are any information collected to be analyzed that can answer the research problems. The data of this research were all of the utterances in “Cinderella (2015)” movie subtitles containing request acts. Data source are any sources where the data are collected or taken. The data source of this research was the script of movie entitled “Cinderella (2015)”.

C. Technique of Data Collection

The technique in collecting data used by the researcher was document analysis. Hamersley & Atkinson (1995) in Ritchie & Lewis (2003:35) states document analysis as particularly useful where the history of events or experiences has relevance, in studies where written communications may be central to the enquiry. Also, Corbin & Strauts (2008) in Bowen (2009) said that document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge.

This method was intended to obtain data directly from the documents such as script, handbooks, public records, blogs, etc. The researcher collected data from the primary source, “Cinderella (2015)” movie transcript. In this study, the data were selected from analyzing utterances in “Cinderella (2015)” movie and selecting the utterances consisted of request strategy.

The technique of this data collection included watching the movie, reading movie transcript, selecting the utterances containing request strategies, and identifying request strategies.

D. Technique of Data Verification

According to Lincoln and Cuba (1985), there are four kinds in the term of qualitative trustworthiness criteria including credibility, transferability, dependability, and conformability in order to get valid and

reliable data result. Here, the researcher employed credibility criteria to verifying the data. Some strategies included into credibility criteria are:

1. Prolonged Engagement

The researcher decided to have extended time in order to immerse herself in understanding the contexts of the data. The data are obtained from the utterances conveying requestive acts performed by the characters in Cinderella (2015) movie transcript. The researcher read any longer time to understand the contexts while analyzing them carefully in order to ensure the data are valid and reliable.

2. Peer Debriefing

The researcher opened and welcomed from other professionals willing to provide scholarly guidance, such as colleagues, peers and academics by discussing the study. According to Guba (1981), peer debriefing provides inquirers with the opportunity to test their growing insights and to expose themselves to searching questions. Their feedbacks helped the researcher to improve the quality of the inquiry data findings.

3. Triangulation

According to Denzin (1970:3), there are four classifications of triangulation. They are based on its data, investigator, theoretical,

and methodological triangulation. The researcher used theoretical triangulation by means that the research used more than one theoretical framework in interpreting data. The theories selected by the researcher were theory of request strategies from Blum-Kulka (1987) and Blum-Kulka (1989), pragmatics from Yule (1996), Levinson (1983) and Mey (2001), and context from Celce-Murcia and Olshtain (2000) and Hymes (1972).

4. Content Expert

This strategy was done by asking help from the researcher's advisor as the expert in Pragmatics to comprehend any theories as reference to conduct her research. The advisor's guidance helped the researcher to recognize her own biases and preferences.

E. Data Analysis

In analyzing the data, the researcher carried out by these following steps:

1. Selecting the utterances containing requestive acts

The step is conducted by the researcher in order to get the research data. The data is all the utterances containing requestive acts performed by the characters in "Cinderella (2015)" Movie by selecting them from the transcript.

2. Identifying the utterances containing request strategies contained in the utterances.

This step was used as the continuity of reading transcript. The researcher identifying request strategy by reflecting on the theoretical framework made by Blum-Kulka (1987).

3. Categorizing the request strategy

This step was used to classify the selected utterances into each of its request strategies based on its characteristics as formulated by Blum-Kulka (1987).

4. Drawing conclusion

This final step was used to summarizing the whole outcomes of the research. It describes which request strategies are used and its dominancy in “Cinderella (2015)” movie transcript.