

CHAPTER III

RESEARCH METHOD

This chapter presents the method which was used in the study. It discusses about the research design, data and data source, research instrument, method of collecting data, method of data analysis, credibility and dependability of research.

A. Research Design

According to Bogdan and Biklen, research is the detailed study of subject to reach new information and new understanding. This study applies descriptive qualitative design, which is basically interpretative research to purposefully select informants either documents or visual materials that might be the best answer to the research problem. It is chosen due to qualitative research has the natural setting, as the direct source of data and the researcher is the key instrument. Qualitative method is used because of four reasons based on Bogdan and Biklen's characteristics (1982:88) those are: 1) naturalistic which the key instrument is the researcher; 2) the data about utterances that are spoken by the characters of the movie is in form of words rather than numbers; 3) concerning with process rather than simply with outcomes or products; 4) analyzing the data inductively.

According to Bogdan and Biklen (1982:27) Qualitative research are descriptive data, the data collected is in the form of words or pictures rather than numbers. In this research, Library research is not just compiling about a topic, but also about discovering new ideas, actively thinking and working with them. The researcher analyzed the data in the form of conversational fragments in the movie script of *Black Panther* movie based on Brown and Levinson Theory of Politeness. This research design uses descriptive qualitative in the library research which aims at describing phenomenon of human and social behavior.

B. Data and Data Source

In this research, the secondary data is used in literature review in chapter two and a movie. The literature view consists of data gathered from numerous journals regarding Face threatening Acts and Politeness Strategies of Brown and Levinson's Theory to find the data about the conversational fragments produced among main characters in *Black Panther* movie containing Face Threatening Acts (FTAs) and the Politeness Strategies. A movie: English American. The researcher finds Black Panther as National Board of Review and American Film Institute naming it one of the Top 10 Films of 2018. Then, the researcher looks for the movie script from the website www.scripts.com

. The data source is the transcript of the movie which was taken through subtitle in www.scripts.com .

The data of this study are the conversational fragments containing Face Threatening Acts among main characters in *Black Panther* movie. The main characters consist are Chadwick Boseman as T'Challa /Black Panther, alongside Lupita Nyong'o as Nakia, Danai Gurira as Okoye, Martin Freeman as Everett Ross, Letitia Wright as Shuri.

C. Research Instrument

The research instrument is the researcher herself. It does not need to make questionnaire because the subjects of this study are movies. The researcher analyzes the data by interpretation since the data containing Face Threatening Acts among main characters in *Black Panther* movie. This style is well known as human instrument. More, human instrument means the one who analyses by interpreting the data objectively.

D. Method of Collecting Data

The researcher applied library research as the method of data collection technique. This was done in order to collect adequate and relevant data to address the research objectives of this study. It is described in Nicholas William's *Research Methods The Basic*, library research as a process dealing with the analysis of evidences such as historical records and documents. Similarly, it means gathering data

from library materials which includes textbooks, both published and unpublished academic documents such as journals, conference proceedings, dissertation, and theses. Library research also includes information gathered from internet search.

According to Nicholas Walliman, data gathered via library research is categorized as the secondary data. Secondary data means the data is readily available and is used by anyone besides the researcher. This means that the secondary data is not originally collected but rather obtained from published or unpublished sources.

E. Data Analysis

Miles & Huberman (1992:16) considered that analysis in qualitative research is divided into three steps occurring together, they are data reduction or selection, data presentation or display, and data summarizing or conclusion drawing. In this study, the data were analyzed through the following steps:

a. Data Reduction

Data reduction is the process of selecting, concerning, abstraction, and transformation of rough data appeared from notes written in the field (Miles & Huberman, 1992: 16). From the activities done in the collecting data, the rough data were selected based on the formulation of research problems. For instance, the researcher found many words in the movie, yet she only took some words which belong to Face Threatening Act and Politeness

Strategies types produced among main characters in *Black Panther* movie.

First, the researcher selects best English American movie in 2018 and chooses *Black Panther* movie since many achievement and nomination it has. In this step, the researcher only focuses on the conversational fragments among main characters *Black Panther* movie script to observe the Face Threatening Act and Politeness Strategies. Second, the researcher searches the movie script from website www.scripts.com .

b. Data Presentation/Display

Miles & Huberman (1992: 19) bounded a presentation as a group of arranged information giving possibility of summarizing and taking action. In this study, the researcher presented the data in a very simple description, which showed in the form of table, in order to make easy to understand for the readers. The following steps were conducted by the researcher in presenting the data:

- a. Grouping the data of conversational fragment into types of Face threatening Acts, they are: negative FTA affecting Hearer, negative FTA affecting Speaker, Positive FTA affecting hearer, positive FTA affecting Speaker.
- b. Describing Politeness Strategies used in performing FTA among main characters in *Black Panther* movie script.

- c. Analyzing the data of conversational fragments performing Face Threatening Act and Politeness Strategies by using Brown & Levinson Theory; involved sociological variables.
- c. Data Summarizing/Conclusion Drawing

Data summarizing is one of the important step to this study. This is a way to know the result of the study. After all collected data were identified, classified, and analyzed based on conversational fragment performing Face threatening Acts and politeness Strategies Types in *Black Panther* movie script by Brown & Levinson Theory, then the data were concluded.

F. Credibility and Dependability

Credibility in qualitative research is pertinent to the truthfulness of the research findings. The term *credibility* in qualitative research is similar to *internal validity* in qualitative research. Guion et al. (2011: 1) states that validity in qualitative research refers to whether the findings accurately reflect the situation, and “certain” in the sense that research findings are supported by the evidence. A method named triangulation is used to establish and enhance validity in a study. In literature, there are at least four types of triangulation; and the last one is used in this study. Theory triangulation involves the use of multiple perspectives or theories to interpret a same set of data. Considering different theory the researcher might gain better insight. Here she brought together the theories of Peter Newmark (1998), Pinchuk (1977), and Gotlieb (2004)

to support analyzing and understanding of the findings. Moreover, in reaching credibility, the researcher reread the data sources seriously, and then carried out discussion with expert.

Dependability of the data is comparable with the reliability of the data. In qualitative research, reliability has to do with consistency of behavior or the extent to which data and findings would be so similar if the study were replicated. In other words, the more times the findings of a study can be replicated, the more stable or reliable the phenomenon is thought to be. However, since this notion of reliability is problematic in qualitative study, notably social study in which people or human behavior is never static. Lincoln and Guba (Merriam, 1995: 56) suggest that the real question for qualitative researchers is not whether the result of one study are the same as the results of a second or third study, but whether the result of a study are consistent with the data collected. As with internal validity, in this study the strategy that is used to ensure for greater consistency is triangulation of theory.