**CHAPTER III**

**RESEARCH METHOD**

This research is conducted through a set of methodology, including research design, research instrument, data and data source, subject of the research, procedure of data collection, and data analysis.

1. **Research Design**

The qualitative approach was applied in this research because the data of the research is in the form of words in the dialogue of main actors in the movie.

Meanwhile, as Bungin stated, “analysing the content related to the communication or content of the communication is one of the features of content analysis design” (Bungin, 2008:155). Similiar to Bungin, Ary stated that “content analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material” (Ary, 2002:442). Because the researcher has to analyze the Politeness Strategies in the directive speech acts performed by main actors in the movie, she used content analysis design in the research.

1. **Research Instrument**

Considering that this research is qualitative, as Creswell stated, “researcher as key instrument, qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants” (Creswell, 2009:175); So, the main instrument of this research is the researcher herself. She collects and analyzes the data of this research through observation equipped with the note to collect and analyze the data.

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1. **Data and Data Source**

The data of this research was the dialogue of the main actors of movie. But, the researcher did not take all of dialogue of main actors in the movie. She only took the directive speech acts produced by them in the dialogue.

Meanwhile, data source of the research was the script of “Camp Rock” movie. This movie states in [USA](http://www.imdb.com/country/us) and use [English](http://www.imdb.com/language/en). The researcher used the second sesion of the movie. This movie was released in 12 September 2010 (Indonesia) while the first sesion was released in 2008. This is why the researcher choosed the second sesion. She thought that the second sesion is the latest movie.

1. **Data Collection**

Researcher chose the movie which contained original script and many directive speech acts. The original script was written in a note to be analyzed later.

The steps of collecting data were as follows:

1. Watching and understanding the story of the movie.

This step helped the researcher in understanding the dialogue of the actors. By doing this step, she could learn the context of the movie too.

1. Writing the script in a note.

The researcher wrote the original script of the movie in the note.

1. Marking the directive speech acts in the script.

The researcher marked the directive speech acts found in the script when the script had been written in a note.

1. **Data Analysis**

Based on Bogdan and Biklen, “the process of data analysis in a qualitative research is like a funnel: things are open at the beginning (or top) and more directed and specific at the bottom” (Bogdan, 1992:32). In this research, after all the data were collected, the writer analyzed the data. The collected data from the movie was analyzed using the following steps:

1. Data reduction

Data reduction includes an effort to choose the data and to group them into a certain concept, category or theme. In this research, it included the steps of coding the script (utterances / expressions) of main actors that was included on directive speech acts and analysing them based on Politeness Strategies.

The researcher started to code the script when the script of the movie had been written in note. The researcher coded them based on the directive speech acts. After the all directive speech acts in the script had been marked, the researcher analyzed them based on the category of directive speech acts and Politeness Strategies, one of the politeness theory formulated by Brown and Levinson.

1. Data display

Data display was the step of organizing a set of data reduction’s result into a certain form. It could be presented in the form of sketch, synopsis, matrix or another form. It was needed to make it easier for the researcher in making conclusion. In this research, researcher presented the data in a list. She presented the data one by one in order.

1. Making conclusion