

CHAPTER III

RESEARCH METHOD

This chapter presents the research method. It discusses the method in conducting this study. The discussion covers the research design, data and data sources, technique of data collection, technique of data verification, and data analysis.

A. Research Design

This study included into qualitative one because of its purpose, that is to describe and analyze deixis in *The Lion King* and *Toy Story* movie. Beside that this research uses descriptive research. This research concerns on the describing and analyzing a phenomenon by focusing on the total pictures rather than breaking it down in to variables. It is categorized into the descriptive study which refers to the researcher's act in arriving and identifying a rich description of the people, objects, events, places, conversations and so on, and the main concern of this research is to analyze deixis in *The Lion King* and *Toy Story* movie.

In this study, researchers are the main instruments that collect data. Then the researcher processes the data in the form of words. This researchers use a inductive reasoning. It means researchers describing a phenomenon from specific to generate. The data is verbal data. Data is taken from sentences or utterances from the conversation by main characters in *The Lion King* and *Toy Story* movie. Verbal data is the presentation of research results using sentences in the form of narration. Verbal data presentation must pay attention to language, must be presented clearly and clearly, data delivered objectively according to what is in the field without adding or subtracting it is supported by accurate facts and information. Data must be systematic and concise.

In this study, the researcher used document or content analysis. Content Analysis focuses on analyzing and interpreting recorded material to learn about behaviour. The material may be public records, textbooks, letters, films, tapes diaries, themes, reports, or others documents. Content

analysis usually begins with a question that the researcher believes can best be answered by studying documents.

B. Data and Data Sources

In this study, researchers tried to analyze the deixis of a movie script titled "Lion King and Toy Story" released by Walt Disney Pictures. The data of this study are sentences or utterances from the main characters in the form of conversations containing deixis which consists of five types of deixis based on Yule's theory. In the lion king story there are two main characters namely Simba and Scar. Simba is the future king in Pride Land, but Scar is the role of antagonist who wants to be king in Pride Land. Whereas in the toy story movie there are two main characters namely Sheriff Woody and Buzz Lightyear. They compete to become Andy's favorite toys.

Data source is the source from which data is taken. Researchers use secondary data. That means that the data source is a film transcript taken from the internet by GoldenBeard on and . In this study, researchers focus on deixis in the script of the film "Lion King and Toy Story" released by Walt Disney Pictures, because in this film, there is a type of deixis.

C. Technique of Data Collection

According to Ary (2010: 388) states that someone must describe the method that will be used to collect data to answer each research question. Indicate whether you will use observations, interviews, or documents. According to Ary (2010: 442) states that the research data collection uses documents. In qualitative documents, researchers must use documents to gain an understanding of the phenomenon under study. The term document refers to a variety of written, physical, and visual material, including what other writers can artifact. Documents can be personal, such as autobiographies, diaries, and letters; official, such as files, reports, memoranda, or minutes; or popular culture documents, such as books, films and videos. Analysis of documents can be in the form of written or text-based artifacts (text books,

novels, journals, minutes of meetings, logs, announcements, policy statements, newspapers, transcripts, birth certificates, marriage records, budgets, letters, and e-mail messages) or from non-written records (photos, audio tapes, video tapes, computer images, websites, music shows, political speeches broadcast on television, YouTube videos, and virtual world settings).

The research data was collected through dialogue obtained from a film script titled "Lion King and Toy Story" released by Walt Disney Pictures. To get data, some steps are carried out as follows:

1. Downloading the film from
<https://www.youtube.com/watch?v=S8xha3vM5nE> and
<https://www.youtube.com/watch?v=7Htcmh1lZx0>.
2. Watching the films.
3. Downloading a movie script from the film "Lion King and Toy Story" by Walt Disney Pictures.
4. Identifying the sentence from main character of the movie script based on five types of deixis based on Yule's theory.

D. Technique of Data Verification

In this study, the researcher employed credibility in the way of verifying the data. There were some following provisions applied by the researcher to promote confidence that they have accurately recorded the phenomena under scrutiny :

(1). Prolonged engagement

The researcher decided to make the research longer through reread the data. The data took from the sentences from main character conversation in *Lion King and Toy Story produced by Walt Disney Pictures*. The researcher read any longer while analyzes them carefully in order to make sure that the data more valid.

(2) Triangulation

There are four types of triangulation including data, investigator,

theoretical, and methodological triangulation. The researcher employed theoretical triangulation which refers to use more than one theoretical framework in interpreting data. The theories selected by researcher were theory of pragmatics from George Yule (1996), pragmatics from Stephen C. Levinson, doing pragmatics from peter Grundy, and Lectures on deixis from Charless Fillmore.

(3) Peer Debriefing

The researcher opened and welcomed the opportunities for scrutiny of the research by colleagues, peers and academics by discussing the study. This technique used in order to make well enable the researcher to refine her method, develop a greater explanation of the research design and strengthen her arguments in the light of comments made.

(4) Discussion with the Expert

The technique was done between the researcher and her advisor the expert in comprehending the theories carried by the researcher. Discussion provided a sounding board for the expert to develop her ideas and interpretations.

E. Technique for Data Analysis

After finishing the procedures of data collection, finally the raw data was ready to be analyzed. The relation between data collection and data analysis was inseparable. It means that when the researcher collected the data, she actually had started conducting data analysis. Then the remaining steps of data analysis were described as follows.

1. Categorizing

After collected the data, the researcher categorized it into the types and functions of deixis. The characteristics of deixis by George Yule.

2. Classifying

The next step to do after the categorization system was done was putting the selected utterances containing deixis as the raw data into table.

3. Analyzing

After classification was finished, the data that has been collected were ready to be analyzed. The classified data in the table were analyzed to describe the types and the functions of the deixis in the *Lion King and Toy Story* movie.

4. Discussing

The researcher confirmed the findings with the theories that were employed in the analysis. After that, the researcher also explained the findings in order to answer the objectives of the research.

5. Reporting

The last step was reporting the findings and finally the researcher also added some points of conclusions and suggestions.