

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents a number of information topics related to research on the “Deixis in Spongebob Squarepants Movie”. There are five subtitles that can support the research to be carried out, namely: 1) Research Design, 2) Data and Data Sources, 3) Data Collection, 4) Credibility and Dependability, 5) Data Analysis and Interpretation.

#### **A. Research Design**

The approach used in this research is a qualitative approach. It means that the research has a natural background as the direct source of data. According to Ary (2010: 25) qualitative approach is an approach that use to examine phenomena as they are in detail. Qualitative research has the natural setting as the direct source of data and the researcher is the key instrument. This research focuses on how the use of deictic expression by the characters in the Spongebob movie and the background of its use. Researcher studied it in detail through transcripts of conversations by the characters in movie. According to Bodgan and Biklen (2000: 27) qualitative research is descriptive data, its mean that the data collected is form of words or pictures not numbers. Based on the description above, the researcher suggests an appropriate explanation to analyze and present deictic expressions used by the characters in the Spongebob movie, especially in, person deixis, place deixis, time deixis, discourse deixis, and social deixis. With the data processing source, namely script of conversations by the characters in movie.

The researcher conducted a document or content analysis. This research use document or content analysis because the researcher describes pragmatic aspects of speech acts especially the use of deixis in SpongeBob movie script. According to Ary (2006: 29) content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. The material can be in the form of public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents Ary (2006: 30). This means that, researchers use

documents in this research, namely the transcripts of conversations by characters in Spongebob movie and analyze contents of the scripts. So, the researchers collected data from movie scripts and analyzed utterances containing deitic expressions uttered by the characters in Spongebob movie. The results of this study will describe the use of deixis in movie scripts, and the background for using deictic expressions deixis pronunciation in creating conversations that are appropriate to the context between addresser and addressee.

## **B. Data and Data Sources**

The data source used by researcher as research data is script of conversation in Spongebob movie. According to Anita (2009), the main sources of data in qualitative research are the speech or behavior of people and other sources such as letters, pictures, and statistics. According to Ary (2002: 425) in qualitative research, the data collected is subject experience and subject perspective. Qualitative researcher try to get clear descriptions of people, events, places, conversations, and etc.

The data of this research is a script conversations of characters in Spongebob movie which contain deictic expressions, especially person deixis, place deixis, time deixis, discourse deixis, and social deixis. In obtaining data, the researcher used scripts of selected conversations from characters who used deictic expressions related to person deixis, place deixis, time deixis, discourse deixis, and social deixis. The primary data source in this study is a movie script that is focused on the SpongeBob movie. Movie script is assumed to contain the word deixis. The secondary data source in this research is SpongeBob movie subtitle script.

## **C. Data Collection**

The data collection method is the way researchers collect data. According to Arikunto (2002) documentary techniques are used to collect data based on transcripts, books, newspapers, magazines, agendas, and others. In this research, researchers used documentary techniques in data collection by

taking data from the Spongebob movie script or notes from the Spongebob movie. The documentary technique here is used to collect related data about deictic expressions in conversations used by the characters in the Spongebob movie and the background for the use of deictic expressions in the movie.

Here, the researcher uses human instruments as the main instrument. Human instrument means the researcher himself will become the instrument. The research instrument is a tool to support researchers in using data collection methods. Qualitative research can also use written documents to gain an understanding of the phenomena studied by Donald Ary (2002: 435). The position of the researcher in qualitative research is as a planner, implementer, data collector, analyze data, interpret data, and report the results of the data. Research will be helped by documentation sheets. This is related to documents and recordings of deictic expressions used by the characters during conversations in the Spongebob movie.

To collect data, the researcher carried out the following steps:

1. Looking for the movie

Looking for material, namely Spongebob Movie Seasons 9 entitled "Jail Break" on Youtube Nickelodeon UK.

<https://youtu.be/TsSXiuExKM4> .

2. Watching the movie

The researcher watches Spongebob movie with the title Jail Break. To understand the story and find out deictic expressions used by the characters in conversation, the movie must be watched over and over again, not just once or twice. It watches on a laptop, also studies all dialogues and finds dialogue related to deictic expressions.

3. Reading the movie script

The researcher read a movie script obtained from the movie subtitle. Then read the entire dialogue to understand and find dialogue related to deictic expressions. This makes it easy to find deictic expressions contained dialogue in Spongebob Movie.

## **D. Credibility and Dependability**

### **1. Credibility**

Credibility is a measure of whether the data the researcher finds represents a credible interpretation of the original data source or not. According to Donald ary (2008: 498) the credibility of qualitative research depends on the presence of validity problems. Credibility in qualitative research is related to the accuracy correctness of the findings in research. This is related to correctness of the findings when conducting investigation. The credibility or truth value involves the quality of researcher when conducting research. This means that the research can be accountable or not based on the research design, participants, context.

In proving credibility of findings in this research, so that these findings are credible the researcher conducted a peer review. The researcher conducts discussions with people who have more experience and peers. Discussions with various groups who understand the problems related to this research will provide meaningful information to researchers as well as an effort to assess credibility of the research. Through this activity, it is hoped that other data will be produced as additional and material for comparison with the results of researcher's analysis. This aims to reveal the truth of research results and look for points of error interpretation data with the classification peer review. This method is done by showing the interim results and the final results to be discussed analytically.

### **2. Dependability**

Dependability is a measure of data from original data source found by the researcher whether it is accurate interpretation or not. Dependability research is if research conducted by other researchers with same research process will get same results.

To prove dependability of findings in this research, the researchers conducted an expert review. According to Leavy (2014: 679) dependability can be achieved when researchers have peers participating in analysis process. The point that dependability testing can be done by conducting an audit of the entire research process. In this research, dependability test was

carried out by the supervisor. This is done by auditing each research process. Here, the supervisor audits overall activities of the researcher in conducting research. With aim, the researcher can show activities in field and be accountable for entire series of research starting when it determine the problem, goes into the field, selects data sources, carries out data analysis, conducts data validity tests, and produces research reports.

## **E. Data Analysis and Interpretation**

Data analysis is a very important part of research, because researcher usually face various types of data from various sources, such as field notes, interview transcripts, reflections and information from documents. The data must be researched and interpreted by the researcher. According to Ary (2008:481) data analysis involves reducing and organizing data, synthesizing, and finding what is important. Three steps are involved in data analysis, namely: organizing data and familiarizing , coding and reducing, interpreting and representing.

### **a. Organizing data and familiarizing**

The first stage in analyzing qualitative data involves familiarizing and organizing so that data can be obtained easily Ary (2006:481). Referring to explanation above, in order for data to be well organized and recognized, the researcher categorizes and looks for data patterns, then decides which data is important to analyze according to research objectives. This categorization aims to make it easier to analyze data, so that the analysis can be carried out as simply as possible.

To organizing and familiarizing data, the researcher carried out the following steps:

#### **1. Reviewing movie scripts**

Researcher must become familiar with the data through reading movie scripts, rewatching the movie, and reviewing the movie repeatedly.

## 2. Numbering

The second step is the numbering of each part of the analyzed conversation from beginning to end. This numbering can make it easier for researchers to analyze data.

## 3. Making the scope of data to be analyzed

Then, the next step is to create a scope by analyzing the parts of the characters' conversations related to deixis theories. The purpose of this step is to limit the analysis so that it does not cross the scope of the study. In this research, data were collected from conversations of characters in Spongebob movie which contain deictic expressions.

## 4. Organizing data and familiarizing

Finally, the researcher categorized data based on types of deixis from Levinson, namely person deixis, place deixis, time deixis, discourse deixis, and social deixis, so that the researchers analyzed data based on the research objectives.

### **b. Coding and reducing**

The next step in analyzing data was coding and data reduction. Reducing data means summarizing, selecting the main things, focusing on the important things, looking for themes, and removing unnecessary. According to Ary (2006: 483) reducing is sorting the code into categories and categories into themes. In the context of this research, coding and reducing are carried out by providing code in a conversation script that contains deictic expressions, namely person deixis, place deixis, time deixis, discourse deixis, and social deixis. Check all the data with the same code, then combine these into predefined categories. Next, this process integrates data, and the researcher can begin to make some statements about the relationships and themes in data.

To coding and reducing data, the researcher carried out the following steps:

### 1. Coding and categorizing data

The data in this research are fragments conversations of characters in Spongebob movie. After the researcher gets findings from movie script, the findings are categorized into several categories. The first is person deixis data. Here, the researcher places data related to theory of person deixis. The second is place deixis data. In this category, researchers place data related to place deixis theory. Time deixis is the third data. Researcher place time deixis data in accordance with theory mentioned. The fourth is discourse deixis data. This data placement is related to theory of discourse deixis. Then the last one is social deixis data. Just explained above, this data is placed in accordance with the theory social deixis. Below is coding that will be used in categorizing data:

- a. Person deixis, code (1/1/Person Deixis)
- b. Place deixis, code (1/2/Place Deixis)
- c. Time deixis, code (1/3/Time Deixis)
- d. Discourse deixis, code (1/4/Discourse Deixis)
- e. Social deixis, code (1/5/Social Deixis)

The number on the right is quantity number of deixis expression. In the middle is serial number of deixis expression. The last part is name of deixis expression used, example: 2/1/Person deixis, its mean that researcher found two deixis from the first deixis, namely person deixis.

### 2. Reducing data

After completing the analysis of each data category, the data were combined and conclude based on analysis of each category with the type of deixis expression. This is not only aimed at knowing the types of deixis used by characters in Spongebob movie, it also serves to find out background of characters in using the deixis expressions.

### c. Interpreting and representing

At this stage, it is a data analysis process starting from general analysis to specific analysis. According to Ary (2006: 490) interpretation involves reflecting on the words and actions of the study participants and abstracting important understandings from them. In this research, the researchers analyzed each data category by providing amount of data. This aims to facilitate analysis process and also to find out the results analysis of each data.

To Interpreting and representing data, the researcher carried out the following steps:

#### 1. Sorting data

Before the data were analyzed, the researcher included a description of context conversation to clarify understanding the analysis. This is time to analyze the collected data and find out which data should be included in data category based on theory used.

#### 2. Interpreting data

After the data is sorted, it is interpreted in analysis according to five types of deixis expressions, namely person deixis, place deixis, time deixis, discourse deixis, and social deixis.

#### 3. Representing data

To present the data, the researchers described analysis descriptively. The researcher described five types of deixis expressions used by the characters during conversations in Spongebob movie, namely person deixis, place deixis, time deixis, discourse deixis, and social deixis. Then, describe the background of characters using the deixis expression in movie.

#### 4. Reporting data

The final step for qualitative research is to write about what is understood, seen, and heard about phenomenon in research. At this stage researcher reports the results of data analysis as a conclusion after



analyzing and interpreting data then giving suggestions to other people if they want to do research with similar topics.