

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher presents the research design, the data and the data source, the method of collecting the data and the research instrument, the validity and reliability, and the method of the data analysis.

3.1. Research Design

In doing this study, the researcher used descriptive qualitative research, since the researcher intends to describe the type of address terms used in the movie entitled *Me Before You* and describe the reasons of using each type of address terms used in the movie. According to Denscombe (2007), qualitative research is closely related to the use of words to make a larger unit like texts as the subject of analysis. He also added that qualitative research is different from quantitative research which pays attention to numbers as the subject of analysis. Qualitative research allows the researcher to give more description to the subject being analysed. As stated by Vanderstoep and Johnson (2009) that it gives clear description and narration about the subject of analysis.

Meanwhile, descriptive research is “a type of research which does not use calculation or numerating. This method is implemented to reach the objectives of the study” (Moleong: 2007). It can be seen that the writer intends to observe the analysis process. This research is going to only describe the

words or phrases that relate to addressing terms that is used in the movie entitled *Me Before You*. Specifically, this study is focused on the type, the function, and the reason that affect the characters in the movie in using the address terms in communication.

In order to collect data for research, we need a device called instrument. In qualitative study, the instrument used is the researcher itself. As stated by Lincoln and Guba (2009) that the key instrument for qualitative research is human. They also added that as the instrument of a certain research, it is shaped by his/her experience and he/she can adapt easily to the circumstance of the research. Based on the explanation, it can be known that the researcher is directly involved in all research process including the observation, the data analysis, and the data interpretation. Moreover, in analysing the data, the researcher also reserves the right to involve some secondary instruments needed, for instance in this case were a movie player, etc.

According to Ary (2006) this study also belongs to content or document analysis, which is focused on characteristics of the materials. He also added that this method is applied to written or visual materials for purpose in order to identify a specific characteristics of the materials. In general, the materials are taken from some literatures, like novel, newspaper, textbook, song, magazine, movie, paper, and article, or any other types of documents. In this case, the researcher used some books and other sources related to this study as the reference. Moreover, the object of this study is a

movie entitled *Me Before You*, in which the data were taken from the transcript of the movie.

3.2. Data And Data Source

Data are all information and material in the universe that must be collected and classified by the researcher. According to Bodgan and Bliken (1982), data is the rough materials that are collected by the researchers from the subject they identified. Data in qualitative research is different from the data in quantitative research. According to Denscombe (2007), data in qualitative research is taken from words or images that are used in the subject being analysed.

The data of this research are in *the form of sentence, clause, or word spoken by the characters in the movie entitled Me Before You*, particularly when it comes to the expression of addressing forms. The contexts of data were the utterances and the conversations taken from the dialogue in the film.

In order to support the research, the researcher also needs a source of data. Kusumawati (2015) stated that the data source is the key that is used to explore more about the research. Here, there were two kinds of sources for this research, namely primary source and secondary source. The primary data source of this study were got from the movie entitled *Me Before You* with the transcript, while the secondary ones were taken from the books and some previous studies related to the research. Unfortunately, the researcher were not able to find the official script of the movie, so that here, the researcher typed

her own movie transcript which were made by syncing the dialogue in the movie with the subtitle to be the data source.

3.3. Technique of Data Collection

Data collection method is an important aspect of any type of research study. Method is the technique or the way that is used by the researcher to collect the data (Rizania, 2018). According to Hancock (2002), data collection techniques in qualitative research derives from smaller subject of the analysis and will give deeper understanding than quantitative research does. He also added that the main methods in collecting data in qualitative research are individual interviews, focus groups, and observation.

Here, the main technique to collect the data were the observation in which the researcher observed the object directly in order to get the real data from movie where the object existed. The data were collected by analysing the spoken language from the audio-visual image in the movie and the written language in the form of transcript of the movie. Since the instrument to collect and classify the data in this study is the researcher itself, the results might be subjective.

These are the steps of collecting data in this research, as follows:

1. Downloading the movie that will be analysed. Here, the researcher chose a British movie entitled Me Before You. The movie can be downloaded from <http://www.driverays.com/movies/me-before-you-2016-subtitle-indonesia/>

2. Watching the movie used subtitle in order to check and sync, in case there might be incompatibility between the movie and the subtitle downloaded.
3. Typing the transcript of the movie.
4. Observing by replaying the movie to find address terms used by the actors in the movie.
5. Noting the transcript containing address terms.
6. Marking the utterances containing address terms spoken by the actors.

3.4. Technique of Data Verification

The researcher conducted the research by employing some instruments to get a deeper analysis. Here, data verification is such an important thing in the research. As stated by Denscombe (2007) “Verification in qualitative research is very important to get the true data from the object. To verify the data can be through validity, reliability, generalizability, and objectivity.” However, in order to get a credible and verified data, triangulation is the data verification technique chosen by the researcher. According to Denzin and Lincoln (2019) triangulation techniques were divided into four types, namely triangulation data, investigator triangulation, theory triangulation, and methodological triangulation.

In this research, to gain the credibility of the data, the researcher triangulated the data by using several theories and sources. The theories used in this research were Chaika and Wardhaugh’s theories of address terms. The

other sources were also used to triangulate the data, such as books, journals, and thesis which were related to the rules of addressing forms. The last, the results of the triangulated data findings were discussed and consulted to the expert.

3.5. Data Analysis

Ary (2010) defined data analysis as a process where the researcher systematically search and arrange the data, in order to increase their understanding of the data and to enable them to present what they have learnt to others. He also added that the purpose of the data analysis is to summarise and simplify the data, in order to interpret and draw a conclusion. After all data have been collected, the data are going to analyse in a way to answer the research questions.

In analysing the data, the researcher followed the steps, as follows;

1. Reading the transcript of the movie's dialogue to check whether or not there is incompatibility
2. Documenting the expressions that include address terms

Coding the expressions by codes related to address terms they belong to. The codes used by the researcher based on the theory of Wardhaugh (2006), as follows: T (Title alone), FN (First Name), LN (Last Name), T+LN (Title plus Last Name), N (Nickname), PN (Pet name), KT (Kinship Terms), and SN (Special Nickname) for other terms of addressing someone, for instance the use of mockery form.