CHAPTER III

RESEARCH METHOD

This chapter presents the method use in the research. Those are covering research design, data and data source, data collection and research instrument, and data analysis. Research method are very important to get accuracy data results.

A. Research Design

Research design is all process needed in conducting a research. (Creswell, 2009:3), states that research design is plans and the procedures for research to detailed methods of data collection and analysis. In fact, there were two kinds of research approaches namely quantitative and qualitative approach.

This research is classified as qualitative, by using a library research. According to Ary (2010:424) the qualitative is the research process in the form of data in the form of words of sentences explaining the results of the research, and not in the form of numbers or statistics. According to Nurhayati (2020 : 84) qualitative data analysis is a process systematically to find and cultivate various data that has been obtained from various sources from interviews, field observations, and document or literature review for produce a report on research findings. This research is qualitative because the result of this study in the form of word.

This research is library research because the data from this

study using library sources, the data is not taken directly from the field. Here the researcher uses literature review because here the researcher gets sources from literature reviews such as books, e-books, internet browsing and other sources that can support good research results.

B. Data and Data Source

Data is all of the material information about the object of study something. The data from this research are all sentences and dialog in the "Aladdin" movie. The dialogue contained in the film is purely played by native speakers so that the audience is also to understand dialogue that is difficult to interpret. According Maharsi in Nurhayati (2000 : 3) every human being has phy sically unique vocal tract. As a consequent, in physical terms, each person will utter sounds variously. There are ten thousand of substantly dissimilar style of saying words or sentences. Noticeable differences occur when the individual is shouting, is asking for something, or is suffering from cold.

Data source is the origin from whicjnthe researher obtains the data (Arikunto, 2010: 129). The data of this research taken from the "Aladdin" movie script, many kinds of book related to characters and characterization, and also the data taken from the internet website.

This research make dialog from the movie to research. In

Nurhayati (2016 : 71) dialogue is conversation out by the characters in the story. In a story the characters will certainly carry out a dialogue to continue the plot of a story. Dialogue must meet demands, dialogue must show the character of a character, what happens to a character can be judged from the dialogue.

In this era, young people prefer watching television or something interesting than reading books. They only have a little vocabulary in English therefore they have difficulty understanding if they have to read book in English. Today's children are more interested in learning to use films, films can helps student learn English and film make the learning process more interesting, Nurhayati (2014:177).

C. **Technique of Data Collection**

In this study, researchers completed the data in various steps. Documentation according to Sugiyono (2015: 329) is a way used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information which can support research. Documentation is used for collect data then analyzed. The procedure of data collection to obtain data are:

1. Determine what films are interesting to study.

2. Downloading the film to be studied

3. Watching the Movie

4. Reading and observing the dialogue from the film script

5. Examining characters characterization of the main character in personality aspect.

D. Data Analysis

After collecting the all data those data were then analyzed. According to Donald (2002), Analyzing data, namely by using other theories as an benchmart and using theory as a basis for finding research result and findings out what is important. There are four steps in analyzing data : grouping data, selecting data, drawing conclusions. The procedures of analyzing the data are as follow:

1. **Categorizing the Data**

   This study only analyzes the conversation utterance used at Aladdin movie. The data which are used only the data in line with research problem.

2. **Classifying the Data**

   In this step, some utterances used by Aladdin, Jasmine, Genie, Jafar and Sultan as main character are classified based on the conversation to know the characteristic of the main character only in personality aspect.

3. **Data Coding**

   The categorized data were coded based on dialog of the characters in the movie.

4. **Data Conclusion**

In the last step the researcher takes conclusion that is related to the result.