CHAPTER III

RESEARCH METHOD

This chapter presents the description of the research method employed in this thesis. It presents the research design, data and data sources, technique of data collection, technique of data verification, and data analysis.

A. Research Design

This research used qualitative approach since the data presented narratively and creatively in such a way that it is to be coherently structured, reflecting the focus of the research. It applied because the purpose of this research is to describe a particular phenomenon in depth trough the data collected by the researcher from natural setting. Denzin and Lincoln (2000:3) states that in qualitative research, the researcher must practice and turn the world into a series of representations including field notes, interviews, conversations, photographs, recordings and memos to the self.

The design of this study is content analysis. Holsti (1968: 608) said that content analysis is any technique for making inferences by systematically and objectively identifying social characteristics of messages. In content analysis, the researcher examines artifacts of social communication. The aim of this design is to make sense of the data collected and to highlight the important message, features or finding.

From the definition above, this study provided request strategy employed by the characters found in *Divergent* movie subtitles by using content analysis design with quantitative approach.

B.   Data and Data Source

Data is all information collected to be examined and considered and used to help decision-making. It needed and used by the researcher to answer the formulation of research problems. The data of this research was all of the utterances in *Divergent* movie subtitles containing request strategy. Then, the data source of this research was *Divergent* movie subtitles.

C.   Technique of Data Collection

The technique in collecting data used by the researcher was documentary method. This method was intended to obtain data directly from the research such as script, book, or other documents. The researcher collected data from *Divergent* movie subtitles. In this study, the data got from analyzing utterances in *Divergent* movie subtitles and selecting the utterances consisted of request strategy.

The technique of data collection included watching the movie, reading movie subtitles, selecting the utterances consisting request strategy, and identifying request strategy.

D. Technique of Data Verification

There are four techniques in verifying the data in qualitative research including credibility, transferability, dependability, and confirmability. The researcher employed credibility in the way of verifying the data. Shenton (2004:64) argues that ensuring credibility is one of the most important factors in establishing trustworthiness. 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 trough reread the data. The data took from the utterances conveyed by the characters in *Divergent* movie subtitles. The researcher read any longer while analyze them carefully in order to make sure that the data more valid.

2. Triangulation

   Based on Denzin (1970:3), there are four types of triangulation including data, investigator, theoretical, and methodological triangulation. The researcher employed theoretical triangulation which refered to use more than one theoretical framework in interpreting data. The theories selected by the researcher were theory of request and apology from Blum-Kulka (1989), pragmatics from Yule (1996), and pragmatics and semantics from Patrick (2006).

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. Content Expert

This technique was done between the researcher and her advisor as the expert in comprehending the theories carried by the researcher. Discussion provided a sounding board for the expert to develop his ideas and interpretations, and probing from others helped the researcher to recognize her own biases and preferences.

E.   Data Analysis

In analyzing the data, the researcher carried out in some steps, they were:

1. Watching the movie

This step was conducted by the researcher in order to watch the movie and understanding the context were appearing of the requestive acts.

2. Reading movie subtitles

This step was used as the continuity of understanding the context. The researcher was needed it to check whether the utterances were request or not while kept watching the movie.

3. Selecting the utterances consisting request strategy

This step was used as the continuity of reading subtitles. The researcher selected the utterances containing request strategy.

4. Identifying the request strategy

This step was done to recognize the result of reading the subtitle. The researcher identified the utterances whether included into the request strategy or not.

5. Categorizing the request strategy

This step was done to divide the result of identifying step into groups in such a way that the utterances are have similar each other in some way. Then, the researcher categorized the utterances into the groups based on their characteristics.

6. Interpreting

This step was used to examine the requestive acts in detail. The researcher interpreted them in order to discover more about request strategy found in *Divergent* movie subtitles.

7. Drawing conclusion

This step was done as the continuity of data analysis. The researcher concluded which the request strategy is found in the *Divergent* movie subtitles then made sure that the strategy was suitable with the theory.