CHAPTER III

RESEARCH METHOD

This chapter presents discusses the research methodology used by the researcher in conducting the research, explains the research design, data and data source, technique of data collection, data verification, and technique of data analysis. The explanation of each item will be discussed as follows:

A. Research Design

The researcher used the movie and transcript of this movie to analyze in this study. The transcript of the movie here will be analyzed based on the theory of language style in every conversation. Consequently, this research is used a library research design. According to Zeid (2004) "Library research is when a researcher collects data for a study using library source". On the other side, in library research, the researcher uses the library sources by doing reading, noting, and analyzing the research material to gather the data. After that, the researcher also used a qualitative approach. According to Donnyei (2007:29) state, the qualitative approach is a data collection process that does not use numeric data and does not use statistics to analyze data. It means that in this study, the researcher descript the material about language style used in "Mulan" movie deeply and because this study is about transcript and analysis of the "Mulan" movie with the theory based on Martin Joss (2007) and Mandel and Kirszner(2003)

B. Data and Data Source

In this study, the researcher used written and spoken data. From the written data the researcher used the transcript of the "Mulan" movie and from the spoken data the researcher used the "Mulan" movie with watched and analyzed both. Because the data is a form of movie entitles "Mulan" movie, this movie is gotten from the internet. The researcher download in http://144.91.98.14/download-mulan-2020-sub-indo-full-movie-streaming/. After that the researcher doing a transcript of to "Mulan" movie based on all of the dialog or conversation used by all characters in this movie in Microsoft Excel 2010. The total of data is 314 conversations from all of the characters and 4 narration parts.

The researcher gotten the data above from the transcript of each conversation in the "Mulan" movie. The researcher made a transcript to know all of the data and to analyze the characteristic of the data. After that, because this study is qualitative research so that the data to analyze this study is video and transcript. According to Dornyei (2007;38) to get qualitative data, the researcher can do several ways, such as recorded interviews, various types of text (for example field note, journal and diary entries, document), and images (photos or video)

C. Data Collection

The data collecting method is how the researcher's ways of collecting the data in the research. From the data and data source above there are 318 pieces of data gotten from a transcript of all of the characters. But, in this study, the

researcher used 314 data. From 318 data there is 314 conversation and 4 is about narration part. Because this study is based on the conversation used by all of the characters in "Mulan" movie so that the researcher used 314 data in this study.

In this research, the researcher used one technique of collecting data, which was documentation. It means that documents are various sources that can be found in the form of written, physical, and visual materials. Document of popular culture, such as books, films, and videos (Ary,2010:442). In this research, the researcher used movies and transcripts as a data source and was involved in the content analysis. Therefore, the researcher uses some steps of collecting the data. In the first steps, the researcher downloads the Mulan movie on the internet. The researcher downloads Mulan movie in http://144.91.98.14/download-mulan-2020-sub-indo-full-movie-streaming/.

After that, the researcher observes this movie first with watched full of the movie and analysis the plot, setting, topic, and situation in this movie. Second step, to collecting the data researcher used document analysis ways by Donald Ary. According to Ary (2010:458-459), there are some steps involved in document analysis. *The first way, the researcher must be specifying the phenomenon to be investigated,* from this research the researcher analyzing language style by using two theories based on Martin Joos (2007) and Mandel Kirzsner (2003). *The second way the researcher was selecting the media from which the observation are to be made.* The media here is Mulan movie. Then from this movie, the researcher started to made a transcript and made a note in

every conversation. To this way, the researcher used the table in Microsoft Excel 2010 to make it easy when collecting the data. The researcher has gotten 318 data but this study used 314 because it is an analysis of the dialog or conversation. *The third way is formulating exhaustive and mutually exclusive coding categories*. This way the researcher used note when analysis the data to gives differences of conversation and narration part in the Mulan movie. Then, the researcher made a table. There are four items in the table, time used to present time in every conversation. The dialog above is used to show a transcript of the movie or conversation is carried out by every character. After that, a table description is used to explain or descript the situation in every conversation.

And the last step is analyzing the data. Based on Ary (2010:458-459), the analysis here the researcher may involve just the frequencies and total in the various categories of language style The researcher these steps compare the transcript and the video to find the similarity. After the researcher find the similarities of video and transcript the researcher started to analyze the data that is the transcript of Mulan movie with the theory of language style by Martin Joos (2007) and Mandel Kirzsner (2003).

D. Data Verification

The important way to verify the data is for the researcher must explain the techniques used to collect data. The researcher must choose one or some of the techniques was used in the qualitative approach. In this study, the researcher used the triangulation method to verify the data. According to Meijer et al

(2002: 146), in qualitative research, there are five types of triangulation: 1) data source triangulation, 2) method triangulation, 3) a researcher's triangulation, 4) theory-based triangulation, and 5) data-type-based triangulation. From the explanation that in this research, the researcher used the second and the fourth theory. There is triangulation by method and triangulation by theory.

Triangulation by method means that the researcher used observation such as observation "Mulan" movie to know about the topic, characteristic the data and situation of the movie. Then, the researcher also used document analysis to used collecting data. Next, the researcher used *triangulation by theory*. In this research to analyze the result, the researcher used two theories of language style based n Martin Joos (2007) and Mandel and Kirzsner (2003). From the theory, the researcher found some of seven language styles like frozen, formal, consultative, casual, intimate, slang, and colloquial style.

E. Data Analysis

Data Analysis is used to analyze the data to get the best point to answer the question. In data analysis, the writer must be determined about the result which is to answer the research question (Perry,2008:147). In this study, the researcher used the language-based analysis method to analyze data. According to Dornyei state that qualitative data analysis specifically analysis about linguistic can use language-based analysis. The language-based analysis is an analytical technique (including conversation analysis) that is part of our core discipline in the study that describes linguistic study (2007;243). There is the same step to analyze the data. *First, the researcher checks and analysis data*

already collected. The data have characteristics such as the sentence use passive voice and conjunction, use an imperative sentence, use an informal sentence in conversation and contraction, and use a formal sentence. The characteristic of data can use to analyze the data. The data example of data collected can see in table 1 or in Appendix 1 which shows all of the data collected. *The second, prepare books or journal that explain about the types of language style that used by Martin Joss (2007) and Mandel and Kirzsner (2003).* The researcher prepared the journal and books on the laptop and start to analyze the data based on theory by Martin Joss (2007) and Mandel and Kirzsner (2003). Then, the researcher analyzed the situation that happened in every conversation. *The third, the researcher doing market in data*, the researcher started to classified of seven language styles based on Martin Joos (2007) and Mandel Kirzsner (2003), there are frozen, formal, consultative, casual, intimate, slang, and colloquial style of language.

    The fourth, the researcher doing a table. When the researcher finished getting data from seven language styles with used marked analysis, the researcher shows the data in the table. This table was made in Microsoft Excel 2010. This table shows the seven language styles and presents what kinds of language style is in Mulan movie after that present about how much language style it is. *The last, the researcher making the generation or conclusion of the kinds of language style that used in the Mulan movie*. When the researcher get what and how much the language style in each conversation, the researcher

was made a conclusion and generating about what kind the language style in

the Mulan movie with the description which presents the evidence of that data.

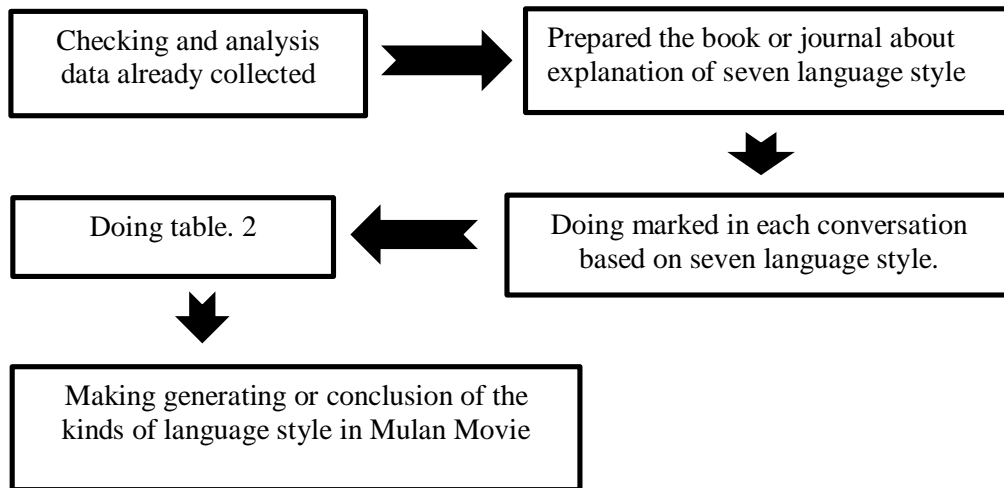**Figure 1. Shows the Data Analysis Steps using Language-Based Analysis**

Table 1. Present the result of data analysis

No.	Language Style	Found data analysis	Linguistic Marker
1.	Frozen		
2.	Formal		
3.	Consultative		
4.	Casual		
5.	Intimate		
6.	Slang		
7.	Colloquial		
	Total Data		