CHAPTER III

RESEARCH METHOD

This chapter presents the research method. It discusses the method in conducting this study. The discussion covers the research design, population and sample, variable, data and data source, data collecting method and instruments, and technique of data analysis.

A. Research Design

In this research, the writer uses quantitative approach. So, it needs the statistical result of data which is the dominant one. By using the statistical data, it can be used to know the frequency of occurrence of each type of deixis in the SpongeBob Movie series. In addition, the researcher describes the real data that are focused on deixis types in SpongeBob movie scripts.

In this study, the writer used descriptive quantitative. Sudaryanto (1993:62) states that descriptive method is a research done solely based on the fact. This research deals with the research data that does not include the figures, but in the form of words and phrases. From the argumentation above, it can be inferred that descriptive method is a research done based on fact to achieve the research objective to get the data in the form of words and phrases.

From the definition above, this study will focus on deixis found in the SpongeBob movie script.

B. Population and Sample

1. Population

Population is the whole subject of research (Arikunto, 2006: 130). The population of this study was five deixis types. They are person deixis, place deixis, time deixis, social deixis and discourse deixis. Based on this research, researchers found 217 deixis in the SpongeBob movie script.

2. Sample

According to Arikunto (2006, 131), the sample is a group of units which is from a larger group to represent it. The sampling technique used in this research is purposive sampling. Purposive sampling is a type of non-probability sampling. So, the researcher consciously selects specific elements or subjects for types of deixis that is relevant to the study.

C. Method and Instrument of Data Collection

There are six methods of collecting data, namely test, questionnaire, interview, observation, rating scale, and documentation. To collect the data which are related to the problem, the writer uses the documentation method. Documentation technique is to find out the written data such as notes, books, newspapers, magazines, and historical documentation (Arikunto, 2006:129).

Research instrument is very important to obtain the data of research since it is a set of method which is used to collect data. Quantitative research has an actual setting as the direction source of the data and the researcher is the key instrument since it is the researcher himself who undertakes the data analyzes them as well.

Based on the research question, the data of the research are analyzed in

following steps. Firstly, select the object of research from the internet, choose the most viewed kid cartoons, take the most viewed movie season in SpongeBob movie, and download the movie script.

D. Technique for Data Analysis

Data analysis means the process of systematically searching and arranging the interview transcript, field note and other materials that the researcher accumulates to increase own understanding of them (Biklen Kopp sari: 145). After the data collected, the next step was data analysis, where the collected data from internet was analyzed using the following steps:

1. Elaborating the theories and anything related to the problems in order to establish it as the main key of the analysis based on the purpose of the study.
2. Categorizing the data.

   From the data collected, researcher intends to classify and underlining the utterance which data are used to relate to research problems proposed.
3. Analyzing the data (utterances) which containing five types of deixis based on the theoretical framework of Levinson (1983).
4. Present the data in the percentage form by using a simple statistical analysis.

   Statistical analysis:

$$P = \frac{Tg}{Tf} X\ 100\%$$

Where:

a. P is the symbol of percentage

b. Fg is the frequency of the occurrence of each deixis

c. Tf is total frequency of deixis

5. Making a conclusion.