

CHAPTER III

RESEARCH METHOD

This chapter discusses the Research Design, Data and Data sources, Technique of Data Collection, Technique of Data Verification and Data Analysis.

A. Research Design

Qualitative research focused on the way people make sense of their experiences and the world in which they live. Bogdan and Biklen (2003:177) explain that a qualitative method has a natural setting as the direct source of data and the researcher has a role as the key instrument. It means, the researcher has an authority in elaborating what has been found in the source and applying the appropriate theory to answer the research question. So, the researcher can only understand about human behaviour by focusing on the meanings in their utterances.

There were many different types of qualitative research according to Ary (2010:29) consider briefly eight of the most widely used approaches: basic interpretative studies, case studies, document or content analysis, ethnography, grounded theory, historical studies, narrative inquiry, and phenomenological studies.

In this research, the researcher used content or document analysis because the researcher used script of movie subtitle as subject of research. According to Ary (2010: 457) Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics

of the material. The materials which analyzed can be such as textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents.

From movie subtitle script the researcher knew that the utterances which were used by the characters and can be divided into each strategy in request strategies such as direct strategy(D), conventional indirect strategy (CI), Non conventional indirect strategy (NCI). Then the researcher can analyze the communication by developing appropriate categories. According to Fraenkel and Wallen (2012: 478) Content analysis is a technique that enables researchers to study human behavior in an indirect way, through an analysis of their communications. An analysis of such communication can tell us a great deal about how human being live.

The advantages used content analysis in this research according to Ary (2010: 459) an advantage of content analysis is its unobtrusiveness. The presence of the observer did not influence what is being observed. The researcher did not need to enlist the cooperation of subjects or got permission to do the study. So this research can do in everywhere and simple. Another advantage of content analysis is they were easily replicated. So based on that reasons an above the researcher used content analysis on this research. Because in this research used document or content analysis approach this research focuses on analyzing and interpreting recorded material within its own context. The material is movie subtitles script.

From the explanation above, this study provided polite request strategy by the characters was found in *The Fault in Our Star* movie subtitles by using document or content analysis design with qualitative research.

B. Data and Data Sources

The data and the data sources were very important in the research. The data of this study was all of the utterances containing requests along with their situational contexts in *The Fault in Our Star* movie subtitles. Meanwhile, the data source of this research was *The Fault in Our Star* movie subtitles script (<http://Gointothestory.blcklst.com/free-script-downloads/>).

C. Technique of Data Collection

This research used qualitative data collection. According to Ary (2010:476)“ . The three most widely used qualitative data collection methods are observation, interviews, and documents”. So, in this research the researcher used documents method. The documents of this data were taken from the transcript of *The Fault in Our Star* movie subtitles. In this study, the data got from analyzing utterances in *The Fault in Our Star* movie subtitles and selecting the utterances consisting of request strategy. The step of data collection by watching the movie and reading the script of movie subtitles. The researcher classifies the phrases in the script of movie subtitles by encoding or noting those phrases which are included into request strategy. From the compiled data, then the researcher will write their analysis.

D. Technique of Data Verification

Verification is the process of checking, confirming, making sure, and being certain, so our research will be trustworthy. There are four techniques in verifying the data in qualitative research, they are credibility, transferability, dependability and confirmability. Then in this research focuses of verification these approaches according to Ary (2010: 498)

1. Triangulation

Triangulation is used more than one method (e.g. ethnography and document analysis) in the study. It means used combination of data sources the results will get trust evidence. The researcher selected theory of request and apology from Blum – Kulka (1989), Politeness Strategy by Brown and Levinson (1987), pragmatics from Yule (1996), qualitative research for education an introduction to theory and methods from Robert Bogdan and Sari K Biglen (2003), Introduction to Research in Education from Donald ary (2010), and how to design and evaluate research in education by Fraenkel and Wallen (2012).

2. Credibility

Credibility or truth value involves how well the researcher has established confidence in the findings based on the research design, participants, and context. So to make the data were credible, the researcher was watching the movie to understand the context.

3. Dependability

Consistency is viewed as the extent to which variation can be tracked or explained methods used are reproducible and consistent.

So to make the data dependable, the researcher used approach and procedures were appropriate for the context and can be documented.

E. Data Analysis

In this research to get the data the researcher has follow this step: In analyzing the data, the researcher takes some steps. Based on Ary (2010: 481-490) there are some stages to describe qualitative data, the stages as follows:

1. Familiarizing

The researcher should become familiar with the data. it can be done through reread the data about request strategy that found in transcript. It helped the researcher to understand more to the data. Before reading the movie subtitles scripts the researcher was watching that movie to understand the content, context and situation when the characters in that movie do the conversation. According to Fraenkel and Wallen (2012: 480) the researcher becomes very familiar with the descriptive information collected and allows the categories to emerge as the analysis continues.

2. Organizing

In this step, the researcher organized the data. The researcher classifies the phrases in the script of movie subtitles by encoding or noting those phrases which are included into request strategy. According to Ary (2010: 482) “ Start with creating a complete list of data sources ”. Files can be organized in a variety of ways

3. Coding

The researcher categorized the utterances into the groups based on the Politeness strategies characteristics. In the transcript that have classified, the researcher give mark to the utterance that identified as request strategies following this classification are direct level, conventionally indirect level, and non conventionally indirect level . After all the data are coded, the sentences that have same code or category placed in the same list. The researcher followed Brown and Levinson, 1987 theoretical framework. According to Fraenkel and Wallen (2012: 480) The researcher determines the categories before any analysis begins. These categories are based on previous knowledge, theory, and/or experience.

4. Interpreting

The researcher interpreted the data based on researcher understanding. According to Ary (2010:490) “Interpretation is about bringing out the meaning, telling the story, providing an explanation, and developing plausible explanations”. The researcher will explain about how the utterances identified as request by combining theory with the data.

5. Representing

In representing the researcher delivered the data through descriptive detail. According to Ary (2010:491) Representation involves how the data are presented. The procedure used most frequently by qualitative researchers is to report by themes, topics, or cases and demonstrate these through descriptive detail. The data are presented by utterances was found in *The Fault in Our Star* movie subtitles and the researcher explains by words about the finding of the research.