

CHAPTER III

RESEARCH METHODS

This chapter consists of some description of the research method. It includes some sub-headings that refer to research methodology. Those are divided into some components such as research design, data and data sources, instruments, data collection, and data analysis.

A. Research Design

In conducting research, we need research design. Some experts have different opinion about what is research design. According to Creswell (2009:3), research design is plans and the procedures for research to detailed methods of collections and analysis.

The function of research design is to ensure that the evidence obtained enables us to answer the initial question as unambiguously as possible. In this research, the writer used qualitative approach because this study focuses on the analysis or interpretative of the written material in context. Materials can include textbooks, newspaper, magazines, papers, films, manuscripts, articles, etc. The material of this study focused on “Stuart Little 2” Movie. Ary (2010:424) states that the qualitative inquire deals with data that are in form of words or pictures rather than numbers and statistics.

Sherman and Webb (1988) assume that qualitative research is concerned with meaning as they appear to, or are achieved by persons in lived social situations. Meanwhile, Bogdan and Biklen (1982) state that qualitative

research is descriptive which the data is collected in the form of quotes from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study.

In this research, the writer used design of content analysis which is a method focuses on analyzing and interpreting recorded material to learn about human behavior. Ary (2010:29) stated that content analysis usually begins with a question that the researcher believes can best be answered by studying documents. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents. The writer used “Stuart Little 2” movie that are being analyzed.

Moreover, Endraswara (2011) gives the important features of qualitative research in investigating the literature, such as the researcher is the key of the instrument that reads the literature thrifty, the researcher is done descriptively which elaborated in the form of words or pictures than numbers, and the process is more priority than result, because literature establishes interpretations.

Based on explanation above, this study is attempt to analyze types of apology strategy that used on “Stuart Little 2”movie by using qualitative approach, since the description of the analysis in the form of research words.

B. Data and Data Sources

The data in this study were taken from the apology utterances expressed by the characters in the “Stuart Little 2” movie. The data were in the forms of words and sentences that contain apology expressions taken from the “Stuart Little 2” movie as the source of data. The data of this research were taken from the verbal and nonverbal apology expressions which are expressed by the characters in the “Stuart Little 2” movie. The verbal apology is the apology uttered by the characters and the nonverbal expressions are the expressions which shown by the speakers to support their apology. Those are related to body language, facial expression, smile, eye contact, touching and intonation of utterance/ speech that is produced by characters in movie’s conversation inside of “Stuart Little 2” movie. The data were classified into apology strategy classification and the formal realizations of apology.

C. The Subjects of the study

This study used the characters in “Stuart Little 2” movie as subject of study. The writer used all the data from characters’ conversation include apology expressions following an offence that triggered the characters to deliver apology expression in the “Stuart Little 2” movie. The study research focused on the sentences or words that refers to apology expressions following an offence which had been made by the characters, and other supporting expressions (body language, facial expression, smiles, eye contact,

and touching), and also the intonation in uttering the apology expressions used by the characters in the movie entitled “Stuart Little 2”.

D. Instruments

In this research, the researcher has to collect, classify, identify, interpret, reduce, organize, analyze and conclude the data as a result. The writer did not use questionnaires or tape recording, but the writer used record video and transcript of the movie “Stuart Little 2” movie. In this study, the supporting instruments that are used by the researcher were a set of Laptop, flash disk, wifi and transcript of the movie entitled “Stuart Little 2”.

E. Data Collection

This study analyzed data depicted from movie “Stuart Little 2”, which are transcribed to be used for qualitative analysis. The researcher looked for the transcript of “Stuart Little 2” movie which contains conversation and dialogue of characters in the movie from internet in www.imdb/scripts/StuartLittle2.com. In this study not all the utterances appear in the transcript is used but it only focused on all characters’ utterances of apology expression were compiled based on manually reading the entire transcript and comparing in the “Stuart Little 2” movie by listening the characters’ conversation in the movie while reading the transcript itself. There are some steps in collecting data that is used by the researcher for this study, such as:

1. Download the movie from internet in www.youtube/StuartLittle2.com
2. Download the transcript of “Stuart Little 2” movie from www.imdb.com
3. Print out the transcript of “Stuart Little 2” movie.
4. Watch the “Stuart Little 2” movie then read the transcript itself for several times to get deeper understanding the plot story of the movie.
5. Compare the characters’ conversation in script with the movie by reading the transcript and listen the conversation in the “Stuart Little 2” movie.
6. Give name the characters in each dialogue of the transcript “Stuart Little 2”movie.
7. Sort out data of apologies words that appear in the transcript of “Stuart Little 2” movie.
8. Give the minute in the transcript when the apology expression occurs in the movie.
9. Find and try to interpret the expressions of apology formally/grammatically that triggered the characters to express apology strategy in the movie.
10. Make note from those data and analyze the apology strategies found in “Stuart Little 2” movie.

F. Data Verifications

To gain the validity or trustworthiness of the research to ensure the reader that the research is valid, there are some technique can be used. There are for technique to ensure the data trustworthiness covering criteria of credibility, transferability, dependability, and conformability. (Ary, 2010:498). To achieve the credibility of the data, the researcher read and re-read the data carefully and comprehensively until she got certainly and the data was got through triangulation technique.

Dependability is basically a concept of data consistence. The researcher checked the dependability of the data by peer debriefing. The participant of peer debriefing must fulfill the requirement: she/he has done the similar research.

G. Data Analysis

There were some steps to do data analysis or to analyze the data after collecting the data. For the first, the research found and classified the utterances or words that belonged to apology expressions expressed by the characters in the “Stuart Little 2” movie based on types of offences found by Holmes (1992). It is about the context of the conversation which involves the situational context of the conversation. After that, the researcher noticed and identified the ways the characters of “Stuart Little 2” movie expressed their apology based on Trosborg’s theory (1995) of apology strategies and determined it in context of politeness and next, noticed and compared the tone and other nonverbal expressions which are

applied by the characters in apologizing. Then, the researcher analyzed and concluded why the characters used such ways to express their apology based on kind of offences. This research also used the theory of politeness by Brown and Levinson (1987) in relation to the apology as politeness strategy. Finally, in the end the researcher made a conclusion and wrote suggestion for the future study.