CHAPTER III

RESEARCH METHOD

A. Research Design

In this study the writer analyze the speech style in "Zootopia" movie. The writer uses qualitative research because the data in the research in form of words on the dialogue of the movie. The researcher used the movie script (in more general term those were classified into document). Such kinds of data are classified into qualitative ones. Rossman and Rallis (2012:6) Qualitative research is a board approach to the study of social phenomena. The approach is naturalistic and interpretive, and it draws on multiple methods of inquiry. That is qualitative research is conducted in natural settings rather than controlled ones. It assumes that humans use what they see and hear and feel to make meaning of social phenomena, and it relies on a variety of data gathering techniques.

B. Data and Data Sources

The research needs data. A researcher gets the data from movie entitle "Zootopia". The primary data of this research there are two main characters utterances suggesting speech style. Firstly uttered by Judy Hops as cute bunny with big ambitions, and Nick Wilde as ignorant fox and most ambitious police in Zootopia movie. Data sources of this research are movie

transcript   which   is   downloaded   from

http://zootopia.wikia.com/wiki/Zootopia/Transcript.

C. Technique of Data Collection

In order to get the data needed, the researcher watch the movie and pay attention with every utterances that produced by characters in the movie. Here the researcher did not involve her to the conversation. The researcher only as an observer that attentively listen to what people talking about in the dialogue. In this research the researcher uses documentary technique to collect the data. To collect the data, the writers take the following stages:

1. Watching the movie from the beginning till the end.

   This is the first step in looking for the data. In this step, the researcher watching the total story from the beginning till the end.

2. Reading the transcript and understanding the movie

   Next step the researcher read carefully the transcript and check the conversation to understanding the movie.

3. Marking or take a note to the conversations containing speech styles from the main characters.

   This is the last step in looking for the data. In this step, the researcher marking the conversations containing speech styles from two characters partnership between Judy Hops as a rabbit police officer and Nick Wilde as a red fox con artist as they uncover a conspiracy that

involves the disapearance of predator civilians within a mammalian metropolis.in the movie.

D. Triangulation

Technique of data verification is the important part in every research. It is used to make sure the data is valid and can be trusted or not. In this research, the researcher using triangulation to check the validity of the data. Triangulation is the process of strengthening the finding y cross-checking the information. According to Miles (1994:266), triangulation is supposed to support a finding by showing that independent measures of it agree with it, or at least, do not contradict it. Moreover, Miles also explain that triangulation can be identified as follows: (1) triangulation of data source, (2) methodological triangulation, (3) researcher or investigator triangulation, and (4) theoretical triangulation.

The triangulation of data source can be done by using some data resources with different situations and circumstances such as the data that taken from the different people, time or different places. The methodological triangulation can be done by using the finding from the research that using the different methods. Research or investigator triangulation can be done by engaging some different researchers to analysis the data. And the last is theoretical triangulation that can be done by using some theories related to the research in analyzing the data.

Based on those theory, the researcher uses theoretical triangulation as the type that appropriate to applied in this research. In this case, the researcher uses Joos Theory and Dell Hymes theory in interpreting the data.

E. Data Analysis

According to Bogdan and Biklen (in Moleong, 2011:248) data analysis is a process whereby researcher systematically search, organize, and arrange the data in order to increase their understanding of the data and to enable them to present what they learned to others. The step involved in the method of analyzing data were:

1. Familiarizing the data

   Familiarizing is the first stage in analyzing data. Initially, the researcher should become familiar with the data by watching a whole movie and reading movie script. In this step, the researcher gave a total attention to every dialogue among the movie players in order to get deep understading about the speech styles in Zootopia movie.

2. Coding and reducing process

   After watching a movie repeatedly, the next step is code the data. The researcher gives mark or underline to the sentences containing speech style. In the transcript that have classified, the researcher give mark to the utterance that identified as frozen, casual, formal, consultative or intimate style. After all the data are coded, the sentence that have same code or category placed in the same list. Because of there are a lot of data found, so it was needed to be reduced. Miles and

Huberman (1994: 24) said that reducing is the process selecting, focusing, abstarcting and transforming the data that appear in written-up field notes or transcriptions. By reducing, the data will be sharpener, because it deleted unimportant data.

3. Interpreting and displaying the data

This is about bringing out the meaning, telling the story, providing and explanation and developing plausible explanations. The researcher will explain about how the utterances identified as style by combining grounded theory with the data. After interpreting the data, then the researcher display the data in the table based on categories and give the description one by one

4. Conclusion drawing and verification

This is the last step in analyzing data. After the data interpreted and displayed, then the researcher drew conclusion. The conclusion was made clearly in order to make the readers easier to know the result of the study. Giving conclusion is not enough. In this research, the researcher also verified the data by fleeting second thought crossing the researcher's mind during writing, with a short excursion back to the field notes, lengthy argumentation and using triangulation to know whether the data had been credible and dependable or not.