CHAPTER III

RESEARCH METHOD

This chapter explains the method which is used in this research. This chapter consist of research design use, research instrument, data and data source, data collection, and data analysis.

3.1 Research design

In this study, the researcher will use the qualitative descriptive as the research data approach because the research analyzes the data in the form of words descriptively. Therefore the qualitative is the appropriate method to completing this research because the writer did not use the numeric or statistic form in data analysis.

The qualitative desciptive may be suitable to this research for analyzing and transcribing all uttarances of the data. Qualitative is concerned with structures and patterns and *how* something is (Litoseliti : 2010). Qualitative approach is the theory that is derived from textual data so it can be relevant to analyze the transcript of 'Love Rosie' in the form of text. Furthermore, this approach can help the researcher to reveal the research problems with the supporting theories.

3.2 Technique of Data Collection

This chapter presents the instrument of the research, source of the data, and the procedure of collecting the data.

3.2.1 Research instrument

A research instrument is the facilities or tools are used by the researcher for collecting the data to accomplish the research objective. In this rsearch, the writer use the human as the instrument of research. He (the writer) himself becomes the instrument of research because the writer is the central instrument or facilities who is actively at collecting and analyzing the data with the own work. The writer did not use another human as the source of information through quissionaries or inquiries. It relates with Felik's (2009) argumant that you as a researcher are the main instrument of collecting the data and of recognition (106).

3.2.2 Data source

The data of this research is in the form of text (uttarances, words, sentences, or expression) which contain of verbal intimate style that is produced by Rosie, as the main character of Love Rosie Movie, who will intensively show te intimate style to the interlocutors when she converses. The data of this research is the script of *Love Rosie Movie*.

The *Love Rosie Movie* was downloaded from https://www.youtube.com/watch?v=SqSE6Kzuht0&list. The movie was published on 17 October 2014, Philadelphia, United States. The running time duration of the movie is 102 minutes. The movie was written by Juliette Towhidi.

The data source is devided into two categories: Primary data and Secondary data. The writer only put the primary data as the main source of this research. The primary data is the script of the movie itself because the writer did not use another data but the script of the movie as the secondary data.

The script of *Love Rosie Movie* was taken by the researcher itself through a media player (KMP Player) application. The researcher played the *Love Rosie Movie* through KMP media player. Then, the researcher transcribed the subtitle of the movie when the movie started until finished. The subtitle was saved and printed in the form of transcription paper. The transcription of *Love Rosie Movie* becomes the data to analyze the the verbal intimate style with some certain procedures follow.

3.2.3 Procedure of Data Collection

Since the researcher had procured the transcript of *Love Rosie*Movie, he then collected the data. The researcher only commulated

Intimate Style data in the form of uttarances and expressions that is used by *Rosie* to be analyzed.

In collecting the data, the the researcher will use several steps as follows. The first step, the researcher watched the *Love Rosie Movie* that was played through KMP media player within English subtitle. The researcher played the movie several times to learn more depth about *Rosie* characteristic.

The second, the researcher started trancribing the English subtitle of *Love Rosie Movie*. The researcher transcribed through KMP application option (subtitle explore or edit). The process of transcribing have to been started from the early minutes until the end. Transcribing process may not skip movie run because it can cause the data lost. Then the researcher saved and printed into transcription paper. The data had already been in hard copy form. It can ease the researcher in collecting the data.

After the data had been collected, the researcher read and comprehended several times the transcription of *Love Rosie Movie* to know how many intimate styles characteristic are used by Rosie.

The third, the researcher detected the intimate style which is used by *Rosie*. The researcher used highlighter pencil to mark the intimate style characteristics. Next, the researcher thickened the pencil track with highlighter pen to ensure the result.

The fourth, the researcher gave coding the characteristics of intimate style to differentiate the types of it. Then the researcher classified the types by giving P code to describe the pages and bracket code (...) to describe the number of the data. The following codes, the researcher gives the A (addressee) code, E (extraction) code for incomplete expressions or sentences, FR (family relationship) code for relax and informal language between family relationship, CF (close friend) code for private conversation intimately between best friend or very close friend and J (jargon) code for the secret language that may be can be understood by certain people. The way of coding aims to ease the researcher in collecting the data systematically and effectively.

3.3 Technique of Data Analysis

After the researcher had collected and obtained the characteristic of verbal intimate styles data, he classified the types of verbal intimate style. Then he tried to analyze the types of verbal intimate styles used by *Rosie* to answer the research problem number one. The researcher was absolutely supported by Martin Joss (1976) theory to conduct the analysis. By using that theory, the researcher applied it to analyze the data through phrase by phrase or words.

Since the researcher had finished problem number one, then he tried to interpret the purpose why *Rosie* uses the utterances. In analyzing this case,

the researcher considered the vitality or necessity of *Rosie* when she produced those utterances. This method can reveal the research problem number two.

After knowing the types of intimate styles and its purposes, the writer stepped the last problem. It is factors that cause Rosie use the verbal intimate styles. The researcher dealt with Social Factor and Social Dimension to reveal this cases. Furthermore, some linguistics theory and situation of Rosie also supported the researcher finds the factors that make *Rosie* use those styles.

The last step is, the researcher concluded the finding of the utterances which contain verbal Intimate styles used by *Rosie*. The researcher drew the conclusion based on the own researcher's interpretation with the credible data.