

Qualitative content analysis is a method for systematically describing the meaning of qualitative data (Schreier, 2012:170). Qualitative data is less of numeral and statistical but it is mostly in word, text and so on. Then, content analysis is an analysis which focusing to the interpreting the data within the content of such text. Thus, the writer used qualitative content analysis because the main data of this study is a movie script which included to the kinds of text and the analysis was interpreting the content within a text.

In the way the writer formulated the answer of the problems of analysis, the writer also used descriptive research design to depicted and to described the precise illustration of what the analysis is. As the name of the approach, descriptive research dealt with describing variables. Thus, descriptive research design was importantly used to describe the result of analysis is about.

3.2 Subject of The Study

The subject of this study is protagonist character. There are some characters which included to protagonist character, but the writer chooses two major characters only. They are Percy Jackson and Annabeth Chase. Those two characters are the major protagonist characters in Percy Jackson&The Olympians: The Lightning Thief Movie. The reason why the writer chooses those two characters because the different characteristic of Percy Jackson and Annabeth Chase. The differentiation appeared in the way Percy and Annabeth speak. The Percy's way of speaking is softer than Annabeth. Thus, the writer interested to

find out what types of assertive acts and assertive verbs are used by those two characters.

The second reasons why the writer chooses Percy Jackson as the subject of analysis is because Percy Jackson were accused as the thief of Zeus's masterbolt. But in fact, he did not steal the masterbolt. This is suitable to the problem that the writer revealed, because the writer wanted to know how Percy Jackson convinced other character about the fact. The writer chose Annabeth Chase because she believed that Percy did not still the masterbolt and she helped him to convince other character to believe the reality.

3.3 Data and Data Sources

The data source of this research was taken from movie script of Percy Jackson&The Olympians: The Lightning Thief's Movie. This movie was produced in 2010 which directed and produced by Chris Columbus. This movie is the first serie of Percy Jackson serial movie. Percy Jackson&The Olympians: The Lightning Thief's Movie was adopted from the percy jackson novel which written by Rick Riordan. The movie script is available in 122 pages. The writer have the PDF file that help the writer wrote the analysis without retyping. http://screenplayexplorer.com/wp-content/scripts/The_Lightning_Thief.pdf is the link where the writer downloaded the movie script. It was downloaded on December, 13rd 2016. The writer also has the printed file to help the writer accurately analyzed. The data of this research was taken from the utterances of Percy Jackson and Annabeth Chase which is written in the movie script.

