CHAPTER III

RESEARCH METHOD

In this chapter, the writer explained the procedures how this research conducted. In order to get the systematic order to conduct this research, the writer divided this chapter into several parts. Those are Research Design, Data and Data Sources, Research Instruments, Techniques of Data Collection and Techniques of Data Analysis.

3.1 Research Design

The writer used qualitative content analysis in conducting this research. Trace (2001: 1) defined qualitative content analysis as an overall approach, a method, and an analytic strategy that entails the systematic examination of forms of communication to document patterns objectively. Content analysis is generally applied to narrative texts such as political speeches, transcribed interviews, movie transcript and published literature, and seeks to elucidate, through close examination of the content and language of these texts, what could be learned about authors' or respondents' understanding of phenomena and terminology, as well as their beliefs. In using content analysis as a method, the objective was to get at aspects of meaning by examining the data qualitatively. In effect the method used to examine how authors or respondents view and understand certain issues. Content analysis was the suitable design to be used in this research. The writer analyzed the data in order to find out and produce how leadership style used by Perseus through his directive acts.

Additionally, the writer also used descriptive research design in analyzing the data. According to Bigman (1998: 91), descriptive research was the best methods for collecting information to demonstrate relationships and describe the world as it exists. This approach used to describe how the situation or the world when Perseus utters his directive acts which was showing his style of leadership.

3.2 Data and Data Sources

The data source of this research was taken from a movie. *Clash of the Titans* movie is a 2010 British-American historical fantasy adventure film directed by Louis Leterrier and released on April 2, 2010. The writer downloaded this movie from http://indexmovie.me/get/clash-titans-2010/ on August 19, 2015. Furthermore, data which used are transcription of Perseus utterances which contains directive acts. Meanwhile, the data for leadership styles were taken from directive acts utterances which showing each style of leadership.

3.3 Research Instruments

The research instrument of this study was the writer herself. As Atieno (2009: 14) states that the qualitative researcher was the primary instrument for data collection and analysis. Data were mediated through this human instrument, rather than through inventories, questionnaires, or machines. This instrument was applied since the collection and identification of Perseus' utterances based on the types and forms of directive acts were managed by the writer. Also, the utterances of Perseus' directive acts that showing the style of leadership were collected and identified by the writer herself.

3.4 Techniques of Data Collection

- The writer started conducting this research by downloading Clash of the
 Titans movie. The writer donwloaded the movie from
 http://indexmovie.me/get/clash-titans-2010/ on August 19, 2015.
- 2. The writer watched *Clash of the Titans* movie for several times in order to got understanding of the whole story.
- 3. The writer looked for the transcript of the movie from the internet and matched it with the movie for making the writer easier.
- 4. The writer gave underline to Perseus's utterances from transcript which contain the types and forms of directive acts and also gave underline the directive acts that was showing the leadership style. The example of underlining the data:

SPYROS: Soldiers from Argos.

MARMARA: What have they done?

SPYROS: They declared war. The war against the Gods.

PERSEUS: Let's turn the boat around.

PERSEUS: No! Do nothing.

PERSEUS: Hold on!

SPYROS: Where is the boy?!

3.5 Techniques of Data Analysis

After collecting the data, the writer did several steps to analyze the data.

- 1. Identifying the data
 - Types and Forms of directive acts

The writer identified Perseus' utterances which categorized into directive acts. To answer the first research problem, the writer

looked into the directive acts using Searle's theory to determine the data which was included into directive acts and their types; there were command, asking, prohibition and request. The next process was to find out the form which appears in that directive acts based on Holmes' theory. Each of them has its own code. Each code represented each types and forms of directive acts as presented in the table below:

Types of Directive acts	Abbreviated (Code)
Command	Со
Asking	Ask
Prohibition	Pr
Request	Rq

Forms of Directive Acts	Abbreviated (Code)
Imperatives	Imp
Declaratives	Dec
Interrogatives	Int

Meanwhile, the data identification coded as the example below:

Even the Gods fear it,

and you, you're going to kill it?

PERSEUS: Don't come. I do not need your help. (PR/DEC)

DRACO: Of course not.

You are the son of Zeus.

But we have orders.

Types of Leadership

The second step was to answer the second research problem. The writer identified the leadership style of Perseus through his directives acts using theory by Lewin's and Lippitt's. Each of them had their own code.

Each code represented each types of leadership as presented in the table below:

Styles of Leadership	Abbreviated (Code)
Autocratic Style	AS
Democratic Style	DS
Laissez-Fairy Style	LFS

Meanwhile, the data identification was coded as the example below:

Even the Gods fear it,

and you, you're going to kill it?

PERSEUS: Don't come. I do not need your help. (PR/DEC=AS)

DRACO: Of course not.

You are the son of Zeus.

But we have orders.

2. Classifying the data

The second step was classifying the identified data by making table.

There were two tables. The first table was for the types of directive acts and its form.

The table as presented below:

Table. 1

Types	Form	Number of	
		Occurrence	
Command	Declaratives	1	
Request	Imp/Dec/Int	•••••	
Prohibition	Imp/Dec/Int	•••••	
Question	Imp/Dec/Int	•••••	

The second table was for types of leadership style which seen after the writer classified the types and form of directive acts.

Table. 2

	Types of Leadership Style			
Types-Form	Autocratic	Democratic	Laissez-Faire	
	Style	Style	Style	
Question-		•••		
Intterogatives				
Command-	X	•••	•••	
Declaratives				
Request-	•••			
Declaratives				
Prohibition-				
Imperatives				
Request-				
Intterogatives				
Command-			•••	
Imperatives				
Number of				
Occurance				
Total		*****		

3. Analyzing the data

The last step was analyze the leadership style through directive acts. From the table above, the writer was able to know how Perseus' leadership style shown through directive acts in Clash of the Titans movie was.

