CHAPTER III

RESEARCH METHOD

This chapter discussed about the method that was used by the writer in this study. The method of this study was explained in some points. Those are Research Design, Data and Data Source, Research Instrument, Techniques of Data Collection, and Techniques of Data Analysis.

3.1 Research Design

This research analyzed kinds of suggestion acts used by the main characters and the similarities and differences suggestion speech act which was used by men and women main characters in *The Chronicles of Narnia: The Lion, The Witch, and The Wardrobe* movie. This research took the data from the utterances of main characters in movie script that contained suggestion speech act. Here, the researcher adopted qualitative content analysis for this study.

Elo & Kyngäs (2007) (as cited in Cole (1988)) described content analysis as a method of investigating "non-verbal, verbal or visual communication message". Content analysis can be analyzed widely area, as said by Neuendorf, (1:2002):

> "It includes the careful examination of human interactions; the analysis of character portrayals in TV commercials, films, and novels; the computer-driven of investigation of word usage in news releases and political dialogs; and so on."

Then, Macnamara in his journal clarified comprehension of content analysis. He said that content analysis was used to study widely range of 'texts' transcripts of interviews and discussions in clinical and social research to the

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narrative and form of films, TV programs, and the editorial and advertising content of newspapers and magazines. It can be concluded that content analysis was a way of analysis spoken, written, or mess media in form of transcript of text in human interaction as well as interviews or group discussion, social research in a novel, film, and other, and thus editorial and advertising content in mess media.

Then, this research adopted qualitative approach to analyze this study. According to Zhang and Wildemuth (2009),

> "Qualitative context analysis emphasizes an integrated view of speech/texts and their specific contexts. Qualitative content analysis goes beyond merely counting words or extracting objective content from text to examine meanings, themes, and categories that may be manifest or latent in a particular text. It allows researchers to understand social reality in a subjective but scientific manner"

This means that qualitative content analysis was related to understanding of 'speech/text and their specific context'. It is not only 'counting words' or describing 'objective content' in the text, but also to study meaning, themes, and categories that may be served explicitly and implicitly in a certain text. By learning text and the specific context, it makes the researcher understand about the social reality that may appear in text and the researcher could explain it using their understanding based on systematic manner. They also said that Qualitative content analysis discussed the meaning in a particular text with anthropology, qualitative sociology, psychology. So, this indicated that qualitative content analysis discussed deeply about meanings, themes, or categories in which may be connected with other factors in a social reality.

Hence, qualitative content analysis was used for research design in this research because the researcher collected the data from main character's

utterances in a movie and the researcher needs to describe and interpret male and female utterances. The data was presented using description and interpretation. According to Zhang and Wildemuth (2009), Describing the data would give the reader information or explanation about suggestion act which was expressed by the main character and thus the researcher also interpreted the data. Interpreting data was an explanation from the researcher based on her understanding theoretically.

3.2 Data Collection

3.2.1   Data and Data Source

The data of this research was taken from the utterances of Peter, Susan, Edward, and Lucy as the main character. Peter and Edward are as male character and Susan and Lucy are as female character. The utterances are in form of sentence. The researcher only collected the utterances including suggestion speech acts.

The data source was taken from the script of *The Chronicles of Narnia: The Lion, The Witch, and The Wardrobe* movie. This movie was directed by Andrew Adamson and was firstly released on December 9, 2005. This was adapted from a novel written by C.S Lewis with the same title. The script was downloaded from internet (**http://www.imsdb.com/scripts/Chronicles-of-Narnia-The-Lion,-the-Witch-and-the-Wardrobe.html**) on April 5th, 2017. The script of movie is in form of Microsoft word because the website did not provide

in PDF version. So, the researcher perforce to copy the script into Microsoft Word but without changes anything; the content was still same with in its website.

3.2.2   Data Instrument

The main instrument of this research was the writer herself. It is because the writer collected and analyzed the data herself. The data were collected from *The Chronicles of Narnia: The Lion, The Witch, and The Wardrobe* script movie. It was from utterances of the main characters (Peter, Susan, Edmund, and Lucy). Then, some supporting tools were also used such as computer, papers, pen, etc.

3.2.3   Technique of Data Collection

In this study, the writer used script movie to collect the data. The researcher used some ways of collecting the data. Firstly, the researcher searched the script movie from internet, because the data source of this research was taken from script movie. Then, the researcher carefully and frequently read the whole script. This was useful to find and understand suggestion speech act expressed by the main characters.

Secondly, the researcher selected the data from the script. In this present study, the writer chose four main characters in *The Chronicles of Narnia: The Lion, The Witch, and The Wardrobe* movie. They are Peter, Susan, Edmund, and Lucy. So, the selecting data used marker such as underline either man or woman suggestion utterances. Besides, the researcher also used codes to distinguish man

suggestion utterance and woman suggestion utterance. The following was an example the writer collecting the data:

Figure 3.1
the example of male' and females' utterance by underline

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IN NARNIA

                          SUSAN
                   Impossible!

                          LUCY
                   Don't worry, it's probably just your
                   Imagination

                          PETER
                   I don't suppose saying we're sorry would
                   quite cover it?

                          LUCY
                   No, it wouldn't. But this might!

Lucy nails Peter in the face with a snowball, he throws
one back at her and a snowball fight begins. Susan hits Ed
in the arm with one

                          EDMUND
                   Ow! (rubs his arm) Stop it! (They all
                   realize that Ed lied)

                          PETER
                   You little liar!

                          EDMUND
                   You didn't believe her either!

                          PETER
                   Apologize to Lucy. (He just looks at her)

                          PETER
                   Say you're sorry! (Peter steps up to him)

                          EDMUND
                   Alright! I'm sorry.
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Thirdly, after all the data collected, the researcher gave coding to identify selected data. The researcher utilized abbreviations to ease her classify suggestion strategy. The researcher made list of code to identification data. List of code was as bellow:

Figure 3.2
List of codes

Code	Explanation	Code	Explanation
M	Man	W	Woman
M1	Man uses direct form	W1	Woman uses direct form
M1.Pv	Performative verb	W1.Pv	Performative verb
M1.Ns	Noun of Suggestion	W1.Ns	Noun of Suggestion
M1.Im	Imperative	W1.Im	Imperative
M1.Im-	Negative imperative	W1.Im-	Negative imperative
M2	Man uses conventionalized form	W2	Woman uses conventionalized form
M2.Sf	Specific formulae (interrogative form)	W2.Sf	Specific formulae (interrogative form)
M2.Pp	Possibility/probability	W2.Pp	Possibility/probability
M2.Sh	Should	W2.Sh	Should
M2.Ne	Need	W2.Ne	Need
M2.Co	Conditional	W2.Co	Conditional
M3	Man uses indirect form	W3	Woman uses indirect form
M3.Imp	Impersonal	W3.Imp	Impersonal
M3.Hi	Hint	W3.Hi	Hint

Figure 3.3
The example of coding

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IN NARNIA

                    SUSAN
            Impossible!

                    LUCY
            Don't worry, it's probably just your
            Imagination (Wl.Im-)

                    PETER
            I don't suppose saying we're sorry would
            quite cover it?

                    LUCY
            No, it wouldn't. But this might!

Lucy nails Peter in the face with a snowball, he throws
one back at her and a snowball fight begins. Susan hits Ed
in the arm with one

                    EDMUND
            Ow! (rubs his arm)(Ml. Im) Stop it! (They
            all realize that Ed lied)
                    PETER
            You little liar!
                    EDMUND
            You didn't believe her either!
                    PETER
            (Ml.Im) Apologize to Lucy. (He just looks
            at her)

                    PETER
            (Ml.Im) Say you're sorry! (Peter steps up
            to him)

                    EDMUND
            Alright! I'm sorry.
```

3.3 Technique of Data Analysis

In this point, the researcher described the ways to analyze the data after the data were collected. The researcher analyzed the data in some phases. Firstly, the

researcher classified the main character's utterances contained suggestion speech act. This was useful to distinguish kinds of suggestion used by the main characters and also to ease researcher in describing. This was conducted to answer research question number one that was to know kinds of suggestion used by the main characters. In this phase, the researcher used table to ease her to classify it into suggestion strategy by Martinez-Flor (2005). The following table would be presented:

Table 3.4
An example of main characters' utterances

	Form	Utterance	Strategy
The main character (Peter, Susan, Edmund, and Lucy)	Direct		Pv
			Ns
			Im
			Im-
			Sf
	Conventionalized		Pp
			Sh
			Ne
			Co
	Indirect		Imp
			Hi

Secondly, the researcher classified males and females' utterances included suggestion sentences. This was used to know suggestion expressed by male and

female. Besides, this way was conducted to answer research question number two that was to know similarities and differences of suggestion speech act used by male and female main characters. The researcher used two tables that consist of the utterances of man and woman main character. It was to distinguish men's utterances and women's utterances. Then, the researcher also described the whole data that contained suggestion utterances used by male and female main characters. The following was the example of table:

Table 3.5
An example of males and females main character utterance

Men main characters (Peter and Edmund)/ Women main characters (Susan and Lucy)		
Form	**Utterance**	**Strategy**
Direct		Pv
		Ns
		Im
		Im-
Conventionalized		Sf
		Pp
		Sh
		Ne
		Co
Indirect		Imp
		Hi

The researcher would describe research problem number two about the similarities and differences of suggesting strategy used by man and woman main characters. Then, this is for the information that the researcher would use some tables to know the data as the explanation above. The researcher would only show the table 3.4 (table of suggestion strategy used by main characters) and the table 3.5 (two tables for knowing the expression of men and women main character's suggestion strategy) would be showed in the appendix.