CHAPTER III

RESEARCH METHOD

This chapter discussed the method that the researcher used in this research including research approach, data source,data research instruments, techniques of data collection and techniques of data analysis. They were discussed below:

3.1 Research Approach

Research is any activities to collect the data, to analyze it, and to presents the result. It is done in systematic and scientific steps to answer a certain problem. The kind of research is descriptive qualitative research (Ary, 2006:32). This study was called descriptive because the data of this study were explained descriptively, the qualitative research is a research which is analyzed qualitatively, because the truth can be expressed with some ways without number. Qualitative have some types based on collecting data, one of them is descriptive qualitative approach in document or content analysis, this analysis focused on analyzing figurative language and giving explanation in each point of figurative language that applied in Movie of *The Great Gatsby*. In addition, Creswell (1994:1) stated that the qualitative research is an inquiring the process of understanding a social or a human problem based on the building a complex, holistic picture, formed of the words, reporting the detail view of informants and conducted in a natural setting. Bogdan and Biklen (1998:77) stated that in qualitative research, the human investigator was the primary instrument for the gathering and analyzing data.

Therefore, the researcher used descriptive qualitative, because this method was suitable to analyze figurative language that applied in Movie of *The Great Gatsby*. In this study, the researcher conducted a research with descriptive qualitative research in analyzing content of figurative language that applied in *The Great Gatsby's Movie*. According to the researcher this method was also simple and easy to use in some of reasons like in method of data collecting, data analysis. So the researcher used descriptive qualitative and content analysis to analyze figurative language that applied in *The Great Gatsby's Movie*.

The researcher tried to describe every types of figurative language in the movie that is included in; Comparative, contradictive, correlative and repetition figurative language. And the analysis explained clearly in the paragraph form.

3.2 Data Source

The data sources of this research was the movie of Great Gatsby by Bucknan.

3.3 Data

The data of this research was focused on words, phrases, clauses, sentences used in the script of movie that shows Comparative, contradictive, correlative and repetition that was included in figurative language in the *Great Gatsby's movie*.

3.4 Data Collections

To collect the data of data sources, there wereseveral ways, the researcher had done these several ways on this study:

3.4.1   Research Instruments

Based on the early of this chapter, this study used qualitative approach, the instrument of this study was human. So, the main instrument, Iwas as the reseacher who gathered and analyzed the data. The supporting instruments were like personal computer to download some sources of the research, it was to make an easier in analyzing the data of the research.

3.4.2   Data Collection Techniques

To collect the data from the data sources, the researcher has the steps as follows:

a. First, the researcher downloaded a movie, *The Great Gatsby* on computer and watched it.

b. Second, the researcher downloaded the scripts of the movie and it was printed

c. Third, the researcher identified, underlined a word, phrase, clause, and coded some types of figurative language and function. The type of figurative languageconsists of comparative, contradictive, correlative, and repetition**.**

3.5 Techniques of Data Analysis

Related to the statement of the problem, this study used descriptive qualitative method. The researcher analyzed the data based on types of figurative language in The Great Gasby's Movie by Bucknan.

a. The researcher lists the data

b. The reseracher classified the data into types of figurative language and function.

c. The reseracher Described data based on the types of figurative language and function.

d. The last, the researcher concluded based on the finding.