CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the method that used by the writer in this research including research approach, data source, research instruments, techniques of data collection and techniques of data analysis.

3.1 Research Design

In conducting this research, the writer used descriptive qualitative method because it analyzed the data in the form of words, phrases and sentence descriptively. Glass and Hopkins (1984: 65) stated that descriptive research studies in which the researcher does not interact with the participant include observational studies of people in an environment and studies involving data collection using existing records. The writer concerned on the interpretation and analysis of the object with some help of library research. Thus, the writer applied descriptive research todescribe the data that had been collected.

The qualitative data explained and interpreted clearly included word, phrase, clause, and sentence. furthermore, Creswell (1994:1) stated that qualitative research is an inquiring the process of understanding a social or human problem based on the building a complex, holistic picture, formed of the words, reporting the detail views of informants and conducted in a natural setting. In this research, the writer used descriptive qualitative to point out about discussed, analyzed and found the ambiguity in the movie. This study classified with descriptive qualitative since the data are organized as word, phrases, and sentences from utterances of charactersin the movie.

The data of this study analyzed descriptively based on the script of Zootopia movie by Jared Bush and Phil Johnston. The data interpreted systematically dealt with theoretical of ambiguity displayed in the second chapter. Besides, the writer used descriptive methods to analyze the data and then describe the finding to answer the research question.

3.2 Instruments

One thing that is very important to obtain the data of the research is the instrument. The instrument is a tool of the writer thoughtful facilitated collect the data in order to easily the process analyze. According to Merriam (2009:15), since understanding the goal of this research, the human instrument, which is able to be immediately responsive and adaptive, would seem to be the ideal means of collecting and analyzing data. The key instrument of this research is the researcher herself, because it is impossible to investigate the data without the interpretation from the researcher herself. The researcher herself collected, interpreted, analyzed and draw a conclusion. A script of Zootopia movie contributes as the first instrument that used by the writer.

3.3 Data and Data Source

The data source of this research was taken from "Zootopia" movie. The data source of this study is the script of "Zootopia" movie product in 2016. Furthermore, data which used are transcription of all the characters which contains lexical and structural ambiguity.

3.4 Technique of Data Collection

The writer collected the data by accessing the official website of "Zootopia" movie as follows:

1. Downloading the movie from internet

The writer started conducting this research by downloading Zootopia movie. The writer downloaded the movie from http://lk21.me/ on August 15, 2016.

2. Watching Zootopia movie

The writer watched Zootopia movie for several times in order to got understanding of the whole story.

3. Matching the scripts with the movie

The writer looked the transcript of the movie from the internet and matched it with the movie for making the writer easier.

4. Deriving the data

In this step, the data was derived and carried by arranging it based on page and duration of the movie.

5. Identifying the data

The writer identified the words, phrases, and sentences which was lexically and structurally ambiguous in Zootopia movie

6. Analyzing the data

The writer analyzed the words, phrases and sentences which was lexically and structurally ambiguous appeared in Zootopia movie. The writer search the meaning of these words, phrases and sentences. Furthermore, the writer found

the most frequently appeared kinds of words and phrases which lexically and structurally ambiguous in Zootopia movie.

3.5 Technique of Data Analysis

After collecting the data, the writer did several steps to analyze the data from the data source:

- 1. Identified the words, phrases, and sentences which are possibly ambiguous.
- 2. Classified the types of ambiguitywith made a mark in every part to make the analyzing process easier. It represented numeral of data within the page which line side. For example (1/1/25) it means the one of language style shows in first data on page one in line twenty-five.

Note:

(1/-/-): The data

(-/1/-): The page of script

(-/ -/ 25): The line sentences of the script

3. Analyzed the types of ambiguity

In this step the writer numbered the data into two main points

a. Lexical ambiguity

The writer analyzed the types of lexical ambiguity, by identified the types of lexical ambiguity i.e homonymy and polysemy.

b. The structural ambiguity

Analyzed the structural ambiguity by identified the class word with applied the labeled and bracketed sentence/phrase. The writer classified into kinds of phrases or sentence.

4. Calculated the frequency of ambiguity types to got the most dominant types of ambiguity and distributed the result into the table

No.	Types of Ambiguity	Class of Words, Sentence or Phrases		Frequency	Percentage
1.	Lexical Ambiguity	Homonymy	Absolute Homograph Homophone		
		Polysemy	Noun Phrase		
2.	Structural Ambiguity	Phrase	Verb Phrase Adverbial Phrase		
		Tituse	Adjectival Phrase		
Total Prepositional Phrase					

5. The researcher took conclusions based on the result of the research.