

## CHAPTER III

### RESEARCH METHOD

This chapter presents the way how this study will be arranged. It will be classified the method of the research approach, technique of data collection (source of data, instrument, procedure), and technique of data analysis.

#### 3.1 Research Approach

This research is descriptive qualitative research. The data are in the forms of words and descriptively based on Lakoff's theory of ten types of women's speech features. *Qualitative Research* is claims to describe life words 'from the inside out', from the point of view of the people who participate. By so doing it seeks to contribute to a better understanding of social realities and to draw attention ton processes, meaning patterns and structural features (Uwe Flick, et all 2004: 3). In qualitative research, the data is gotten from the form of words or sentences then describing the phenomenon that found in the data. The use of qualitative research also involves the study used in variety of material and case study in people's live such as their personal experiences.

#### 3.2 Technique of Data Collection

##### 3.2.1 Source of Data

The data which used by the researcher is taken from the conversations or dialogues of character Margaret in Iron Lady Movie where it can be found the use of ten types of women's speech features based on Lakoff's theory. The data are the word, phrases, clauses, and sentences spoken by character Margaret in many settings in this movie.

### **3.2.2 Instrument**

The research instrument in collecting the data is the researcher herself. The researcher herself becomes the research instrument who actively and directly participates in data collection and data analysis since the data of the research are in form of utterance. The researcher also used a TV or laptop and headset as the main tools for watching VCD to transcript the data. Next, the researcher used paper, notes, pen, in transcribing the data.

### **3.2.3 Procedure**

The techniques of the data procedure:

- a) Watching and comprehending the movie
- b) Reading the script
- c) Classifying women's speech features based on Lakoff theory

## **3.3 Technique of data Analysis**

In conducting the analysis of this study, the researcher used some steps to analyze the data used Lakoff's theory of ten types of women's speech features. First is understanding the script of the movie to know the meaning of the utterances that are used by character Margaret in some settings in this movie. Second is classifying the utterances into ten types of woman's speech features which are lexical hedges fillers, tag question, rising intonation on declaratives, 'empty' adjectives, specialized vocabularies (precise colors terms), intensifiers, 'hypercorrect' grammar, 'superpolite' form, avoidance of strong words, and emphatic stress. Third is explaining the utterances that are used by character Margaret based on those ten types including the factors and reasons of the use of

women's speech features based on Lakoff's theory, then concluding this research to find the answer of the research questions and finally a conclusion.