

## CHAPTER III

### METHODOLOGY

#### 3.1 Research design

This study is qualitative research. Stainback said, "Qualitative research intended as a more descriptive and interpretations under study rather than judging or evaluating them" (1998:22). It means that qualitative inquiry is process the understanding of the problem rather than to determine its value on of the appropriate subject for the qualitative research is linguistics. Linguistics is served in form of interpretations and descriptions entirely. Yule says, "Linguistics is served with expositions and explanations which are comprehensive and authoritative and excellent in their way".

One of linguistic area which also served with interpretation and description is pragmatics. The object of pragmatic study is mostly in form of speaking or utterances. This is caused that the most important thing in speaking or utterances is the contextual meaning on it and pragmatics is the right one to be the equipment to analyze it. Since it is gathering data of politeness strategies in *Despicable Me 2* and another sources related with the research. The data are described in form of interpretations and interpretation verbally not in form judgments and evaluations statistically.

### **3.2 Source of data**

Due to the used approach, so the data of this study are in the form words. The data sources of the reseach according to Lofland and Lofland (in Moleong, 2005: 157-159) are classified as primary sources and secondary sources. Therefore, the primary sources of this research are gethered from the script of *Despicable Me 2* movie.

While the secondary sources, the writer uses especially Brown and Levinson's theory concerning with the politeness theory, books and many sources that taken from the internet containing supporting theories, critics, reviews, analysis of the related theories.

### **3.3 Technique of collecting data**

In gathering the data of this research, the writer comes to some steps. They are as follows:

1. Reading and observing the script of movie throughly.
2. Selecting and identifying particular dialogues one by one that has relation to the research, namely the utterances that contain the positive and negative politeness strategies.
3. Segmenting the dialogues which indicate the data required into fragments.

### 3.4 Technique of analyzing data

The technique of analyzing data in this study is descriptive. The writer will try to describe the politeness strategies by the characters of *Despicable Me 2*. All of them will be described clearly by the writer, so it can make the reader understand on the type of the politeness and the actual intended politeness, especially the positive and negative politeness of the characters

The steps of analyzing data are ordered as follow:

1. Classifying the data according to the types of positive and negative politeness strategies based on Brown and Levinson theory.
2. Analyze the positive and negative politeness strategies by the characters.
3. Analyze the positive and negative politeness strategies based on the situation happen in that time.
4. Explain the intention of positive and negative politeness of the characters in *Despicable Me2* based on Brown and Levinson theory.