CHAPTER III

METHOD OF THE STUDY

This chapter explained the methods that the writer used in her research. The research method involves some important aspects that complete the research. They are research approach and technique of data collection which consists of the source of data, instrument of the research, data collection and technique of data analysis. The method is used by the researcher to help her achieve the objectives in her research.

3.1. Research Approach

The researcher used descriptive qualitative approach in this research. It means that this research employs the descriptive and qualitative method of analysis. Descriptive method belongs to qualitative approach that was defined as a research that presents the descriptive data in the form of written or oral words of people and behavior which can be observed. According to Litosseliti (2010, p.51) qualitative research is concerned with structures and patterns and *how* something is.

From the explanation above, it can be pointed out that in a descriptive qualitative research, the researcher just collects the data, classifies them, then makes the interpretation on data, and at last, the researcher draws conclusion

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based on the data analyzed. By using descriptive method, the researcher tries to describe the facts concerning the object of the research, namely the positive politeness strategy.

This research used qualitative research because of some factors. Firstly, the data gained are the utterances of the character in “Sophie’s World” film that take the form of words and sentences rather than numbers. Secondly, the hypothesis is not formulated in the beginning of the research since the research merely describes the positive politeness used in “Sophie’s World” film.

However, although this study is qualitative in nature, quantifications were also needed in order to support the qualitative findings in revealing the percentage of positive politeness strategies used by Sophie and Alberto Knox to explain phenomena. Therefore, based on these, this research concerned positive politeness strategies used by both of the characters; Sophie and Alberto Knox in “Sophie’s World” film.

3.2. Technique of Data Collection

3.2.1. Data and Source of Data

In conducting this research, the researcher used the film entitled “Sophie’s World” directed by Erick Gustavson and the transcript of the film as the source of the data. It is categorized into drama-fantasy movie based on the “Sophie’s World” novel by Jostein Gaarder. The researcher chose this film because released in 1999, “Sophie’s World” film was the most expensive film

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to date in Norway. Not only that, the characters of the film also employed many kinds of positive politeness strategies. Besides, the characters represent the people in real life, the social and situational contexts are like in the characters in the real world. The data in this research are Sophie and Alberto Knox's utterances.

3.2.2. Instrument of The Research

Instrument in a research is facility used by the researcher to collect the data so the research can be conducted easier, and the result can be more accurate, complete and systematic. In a qualitative research, instrument of the research is the researcher herself. Because the researcher will get the data without spending more time for analyzing and considered more efficient.

The key instrument of this research is the researcher herself because it is impossible to interview and investigate the data (script) directly without any interpretation from the researcher herself. However, in conduction the research, the researcher herself needs some supporting instruments such as computer and transcript. Computer is used to display the picture and to focus on particular scenes of the film entitled "Sophie's World". While script also important source to analyzed "Sophie's World" film, besides hearing the movie dialogue. Script will be used to find a kind type and function of positive politeness strategy in their dialogues.

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3.2.3. Data Collection

Research procedure function is used to set up the direction in conducting the research. This research is conducted in the following steps: Firstly, the researcher collected the data by searching the YouTube website. Secondly, the researcher watched the movie several times in order to understand the idea of the film. Thirdly, the researcher wrote the script directly that was taken from the film. To collect the data, the researcher read the script many times first and comprehends it until she really understood about the aspect of the script. Next, the researcher focused and started to code on the positive politeness strategies which is used by Sophie and Alberto Knox. After all the data was collected, the researcher identifying the data into fifteen types of positive politeness strategy. Finally, the researcher divided them into the factors that influence the choice of positive politeness strategy.

3.3 Technique of Data Analysis

The data analyzing technique of this research was descriptive analysis. According to Wray and Bloomer (1998, p.7-13), in analyzing the data using descriptive method, it needed identifying, classifying, analyzing, and drawing a conclusion. Related to this explanation, the researcher took several steps, as follows:

a. Finding and explaining the context of the utterance to know what the character, Sophie and Alberto Knox in “Sophie’s World” film means by

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their utterance such as explaining the situations, the speakers, the addressee and what the speakers meant by saying the utterance.

b. Classifying the utterance of those two characters, Sophie and Alberto Knox into fifteen types of positive politeness strategy, they are notice, attend to the hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy with the hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/raise/assert common ground; joke; assert or presuppose the speaker's knowledge and concern for the hearer's wants; offer/promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reasons; assume or assert reciprocity; and give gifts to the hearer (goods, sympathy, understanding, cooperation). The result of Sophie and Alberto Knox positive politeness strategies will be put in the table based on the scenes and classifies which utterances would match each strategy, as follows:

No	Strategy	Utterance	Scene

d. Analyzing and describing the utterance based on the used strategies.

e. Next, analyzing the social factors influencing the character, Sophie and Alberto Knox employed the positive politeness strategy based on Brown

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and Levinson's politeness scale. In the table below presents the example of the social factors influencing for using positive politeness strategy.

Addresses	**Utterance**	**Situation (payoff)**	**Circumstances**

f. The next step after identifying and classifying is quantification the features. It was needed to discover the frequency and the percentage of type of positive politeness strategies mostly used by the characters, Sophie and Alberto Knox. To account the percentage, the researcher used the following formulae:

$$\frac{\text{Number of occurrence of each strategy}}{\text{Number of occurrence of total strategies}} \times 100\%$$

Then the researcher put the percentage in the table as follows:

No.	**Strategy**	**Frequency**	**Percentage**
1.	Notice, attend to hearer's wants (his interest, wants, needs, goods)		
2.	Exaggerate (interest, approval, sympathy with hearer)		
3.	Intensify interest to the hearer		
4.	Use in-group identity markers		
5.	Seek agreement		
6.	Avoid disagreement		
7.	Presuppose / rise / assert common		

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	ground		
8.	Joke		
9.	Assert or presuppose speaker's knowledge and concern for the hearer's wants		
10.	Offer, promise		
11.	Be optimistic		
12.	Include both the speaker and the hearer in the activity		
13.	Give (or ask for) reasons		
14.	Assume or assert reciprocity		
15.	Give gifts to the hearer (goods, sympathy, understanding, cooperation)		
TOTAL			

g. Finally, the result of this research is used to draw a conclusion to answer the problems proposed and proposed some suggestions for future studies in the same areas.

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