CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher would like to present the research methodology. It covers with the theoretical approach, research design, data and source of data, technique of data collection, technique of data analysis and technique of coding data.

3.1 Theoretical Approach

According to what have been explained in previous chapter, this research done by the researcher is about positive politeness strategies in utterances of Katniss Everdeen in The Hunger Games movie. Because this research is talking about communication, then the researcher use pragmatic approach to understand the intended meaning context of communication. Yule stated that there are four areas that pragmatics concerns. Those are the study of speaker's meaning, the study of contextual meaning, the study of how to get more communicated meaning than what it said, and the study of the expression of relatives distance. This research is a qualitative research. The qualitative research is research procedures that produce descriptive data in the form of written or oral words of the people and behaviors that can be observed (Lexy, 1983:3). This research also is a descriptive research since the finding data will be describable. The analysis will be in form of an explanation in paragraph, not in the statistic data. Surakhmad (1994:139) states that descriptive method is a kind of research method using

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

technique of searching, collecting, classifying, analyzing the data, interpreting them and finally drawing conclusion. The conclusion in descriptive method is conducted without making generalizing. The objective is to describe phenomena from data analysis in which research conclusion will be drawn.

From the statements above it can be conclude that qualitative-descriptive research is observing the written or spoken object by collecting the data, organizing them, classifying and making interpretation on the data then for the last drawing conclusion based on the data analyzed.

3.2 Data and Source of Data

Source of data refers to the subject from which the data are obtained (Arikunto, 2002:107). Data themselves may appear in the form of discourse, sentences, clauses, phrases or words which can be obtained from magazines, newspaper, books, etc. (Subroto, 1992:7).

In qualitative research, the sources of data are society, manuscript, discourse, news, and literary works. In this research, the researcher employs a movie under entitled “The Hunger Games” directed by Ray and Ross and the transcript of the movie is the source of the data. The movie is chosen since the main character is so attractive with her brave to face, finish and win the games also to break down the old rule of the games. The data in this research is the using of positive politeness strategies by Katniss Everdeen as the main character in The Hunger Games movie.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

3.3 Technique of Data Collection

In collecting data, the researcher using sample and sampling technique. The sample is part of the population investigated, while sampling is the activity of collecting the samples. Moleong (2001:165) said that sampling in qualitative research is different from that of a quantitative one. Samples is qualitative research are related to the context, namely each datum is treated based on the context. He also clarifies that qualitative research does not explore random sampling but purposive sampling. Consequently, the choice of the technique is appropriate to this research.

The selection of the sample is taken from the source of data relating to the research problem. Samples also mean the data. The data will be obtained in some steps. To collect the data, the researcher will read the script of drama many time till the researcher understand the meaning of the story. During the reading process, the researcher will underline all the main character's utterances that relate to positive politeness strategies. After that, the researcher will recheck the data so that there will be no missed data.

3.4 Technique of Data Analysis

After collecting the data, the researcher analyze the data using these below steps:

a. Classifying: the researcher classifies the data depend on Brown and Levinson's linguistic positive politeness strategies.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

b. Determining: the researcher determines the positive politeness strategies used by Katniss Everdeen based on the classifying strategies of Brown and Levinson's positive politeness strategies.

c. Analyzing: the researcher analyze the data using the theory to describe kinds of positive politeness strategies used by Katniss Everdeen in The Hunger Games movie, to know the purpose of choosing certain positive politeness strategies used by Katniss Everdeen in The Hunger Games movie and to explain the factors why she uses certain positive politeness in her utterances in The Hunger Games movie

d. Drawing a conclusion

3.5 Technique of Coding Data

In order to make easier the classification and analysis of data in the research, each datum is marked by a code. The coding data in this research can be seen through the following ways:

1. The first number is number of each datum.
2. The second number is the page on each datum based on the page of The Hunger Games movie script where the politeness strategies acts are found.
3. The abbreviation of the film entitled "The Hunger Games" is THG.
4. The fourth Capital letters are the abbreviation of Positive Politeness Strategies is "PP"
   a. The last number is the number of type of each strategy for positive politeness strategies used by Katniss Everdeen.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

To make it clear with this coding technique, it is necessary to see the example below:

(01/01/THG/PP/1)

It means the datum is number 01. It is found in page 1 of The Hunger Games movie script. The used politeness strategies is positive politeness strategy. And the type of positive politeness strategies is strategy number 1.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id