CHAPTER III
METHOD OF THE STUDY

This chapter presented the research design and described the major of area like the research approach, data source, data collection, Instrument data, and analyzing data.

3.1. Research Design

The method used by the writer of this research was Qualitative research. He also used descriptive analysis approach for his method. The reason why the writer used this method and approach, because in analyzing address terms, in *Tanda Tanya* movie, the writer focused on the description of the types and the characteristic of the conditional factors when using it. The study description included the data taken from the conversation which were uttered by the characters in the movie.

3.2. Data Source

In this paper, the writer chose *Tanda Tanya* movie by Hanung Bramantyo as his data source. He got the movie by downloading it from internet. Afterward, he watched it for several times. Before it happened, the writer selected some movies as his consideration matter in order to get the suited data that could be fitted with the theory of address terms. The writer took the data from some conversations uttered by the characters and that were possible to be analyzed using the theory of address terms. The data were then

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recorded in to a written text that can be read by the writer in doing the analysis.

3.3. The Data

Unit of analysis on this research was related by the characters of *Tanda Tanya* movie by Hanung Bramantyo in terms of address. The data were possible to be a word or a clause which were seen in the source. For example: The names or title that included address system. This research further would analyze about its terms and factors that influenced the use of address.

3.4. The Procedure of Collecting Data

In the procedure of collecting data, the writer used technique that was written by Sudaryanto (1993:134) it was a *Simak Bebas Libat Cakap* (Uninvolved Conversation Observation Technique), meant that the researcher did not get involved into the conversation. His role was only as an observer who only intense listened fully the words that uttered by the people in their dialogue. The writer used that technique because the data was taken from the movie. Automatically, at the first, the writer needed to watch the movie then made a transcript from the dialogue. The writer also focused in the dialogues that consist of address term which existed in that movie. The writer also collected the data which were included in criteria according to the factors of

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the influence in the use of address term by characters. The steps of the procedure were described below:

1) Watching the *Tanda Tanya* movie.
2) Making the transcript from movie according to dialogue that he already listened.
3) Taking some notes and classifying the dialogue from transcript that was included in criteria of address terms.

3.5. The Instrument Data

The instrument to conduct the data for this thesis was the writer himself. Since, the data acquired from person or characters in the *Tanda Tanya* movie. The writer also used his own hardware computer, modem to access internet, and office software in order to process the data into a thesis.

3.6. The Procedure of Analyzing the Data

In this paper, the researcher used some steps to analyze the data. For the first steps, the writer was reading and understanding the whole transcript that he made before based on the *Tanda Tanya* movie by Hanung Bramantyo that he downloaded in previous time. The second step was findings some quotations or utterances which had the characteristics of one of the address terms and noted it. Then, the third step was classifying the data according to the kinds of address term features and factors that do influence to the use of it. After that, the fourth step was describing the terms and the factors which

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influenced the use of address term by the characters in the movie according to who were the addressor, addressee, and interlocutor. Then, the last step was drawing conclusion from above.

In order to take a note on the statements or words that was produced by the characters in *Tanda Tanya* movie, the writer used a technique from Sudaryanto (1993:135). He used note-taking technique in preparing the data. Thus, in this technique, the writer only got to concern directly to the dialogue that were produced by the characters.

In short, the procedures of analyzing the data by the writer were:

1) Reading and understanding the transcript of the movie.
2) Making a note by selecting the quotations or utterances that included in address terms from the transcript.
3) Classifying the samples which was collected from the note by looking at the features of each kind of address terms and put it into the proper section.
4) Describing the terms and the factors why the characters used it in their conversation by focusing on who was as the addressor, the addressee(s), and the interlocutor(s).
5) Drawing conclusion from the analysis.

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