#### CHAPTER III

### RESEARCH METHOD

This part tells about how the way this study conducted. It consisted of research approach, technique of data colection (source of the data, instrument, and procedure) and technique of data analysis.

# 3.1 Research Approach

In order to to answer the questions in the statement of the problems, the thesis writer did an observation research that is by analyzed Cinderella movie. The writer used qualitative method because this method is appropriate one to arrange this analysis. The writer collects the data from a movie that can be including as a natural setting. Qualitative research is a research procedure that represents a descriptive data such as word in written or oral from the people and the behaviours that can be observed. From the explanation above, the writer was concluded that qualitative research methods are developed in social events to enable researchers to study social and cultural phenomenon and events.

### 3.2 Data Source

The data was taken from the movie entitled Cinderella, which is "Cinderella is a 2015 American romantic fantasy film directed by Kenneth Branagh. Produced by David Barron, Simon Kinberg and Allison Shearmur for Walt Disney Pictures, the story is based on Charles Perrault's eponymous fairy tale. The film received three Academy Award nominations the time running of this movie is 110 minutes. The data are directives utterance produced by the characters and the responses produced by Cinderella.

## 3.3 Instrument of the study

In conduct this study, the writer becomes one of the research instruments to collect the data. The instruments of this research are the writer himself. The data was collected by watching Cinderella movie.

## 3.4 Technique of data collection

In this case, the writer did several steps as follow:

- a) Downloaded the movie, from www.ganool.com/cinderellamovie2015
- b) Watch the movie
- c) The writer transcribes the subtitle file into script. Thus, unnecessary data is deleted in order to avoid confusions and technical errors, such as the conversation unknown participants in the movie.

### 3.5 Technique of Data Analysis

After collecting data, the writer did some steps to analyze the data.

- 1. First, the writer was analyzed each directive to determine its types based on Ervin-Tripp's theory. There are six types of directives that are bald imperatives, need statement, imbedded imperatives, permission directives, non-explicit question, and hints.
- The writer also analyzes the types of preference by using Yule's theory (1996, p.81). The writer classified the preference wheatear it belongs to preferred or dispreferred act.
- 3. Concluded the result of the study.