CHAPTER III

RESEARCH METHOD

The researcher explains the way of processing this research in this chapter.

There are five parts in this chapter, those are; research design, data and data source, instrument, data collection, and data analysis.

3.1 Research Design

The researcher applied descriptive research as a tool of this research. Descriptive research is design to obtain precise information concerning the current status of phenomena and to draw valid conclusion from the facts discovered (Chandra & Sharma, 2007:263). Travers (1978 in Sevilla et. al, 1992:94) defines the main purpose of descriptive research are to describe the nature of a situation that exists at that time of the research and to investigate the causes of particular phenomena.

Descriptive research was chosen by the researcher for some reasons. First, this research was tried to investigate the phenomenon of apology. Second, the data of this research were in a form of words, phrases and sentences from the English subtitle of "The Proposal" movie. Last the researcher herself collected, identified, classified, interpreted and concluded the data. Thus, this research was tried to investigate the phenomenon of apology uses Olshtain & Cohen (1983) theory and Norrick (1978) theory through the utterances of English subtitle in "The Proposal" movie.

3.2 Data and Data Sources

The data source used by the researcher was a movie entitled "The Proposal". "The Proposal" movie was downloaded from https://www.youtube.com/watch?v=ziFbBQV8cL4 and English subtitle of the movie was downloaded from http://www.yifysubtitles.com/movie/the-proposal-2009-1080p. "The Proposal" movie was 2009 American romantic comedy which has 108 minutes length duration.

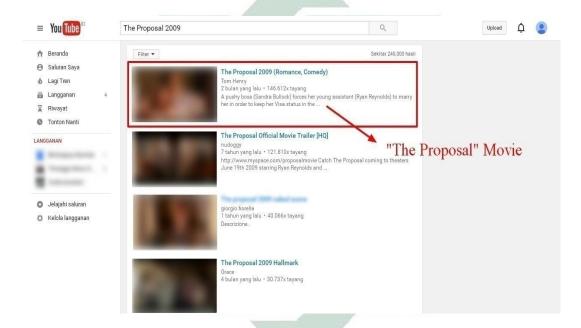


Figure 3.1 The printed screen of

https://www.youtube.com/watch?v=ziFbBQV8cL4

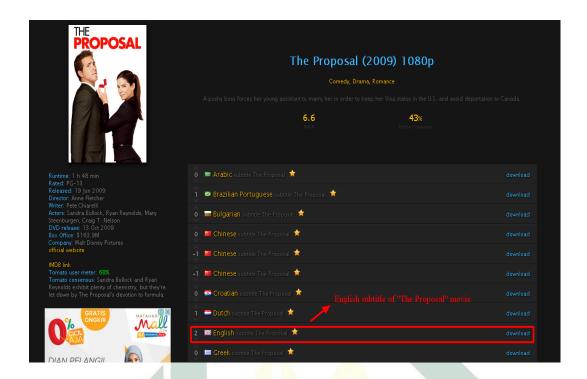


Figure 3.2 The printed screen of

http://www.yifysubtitles.com/movie/the-proposal-2009-1080p

The data of this research were verbal apology and nonverbal expression. Verbal apology consists of dialogues and utterances in the form of words, phrases and sentences expressed by the characters in "The Proposal" movie that contain apology. While, nonverbal expressions were the expressions which shown by the characters to support their apology, such as: body language, facial expression, smile, eye contact, touching and intonation. The whole data were taken from the English subtitles of "The Proposal" movie.

3.3 Instrument

Because the understanding of apology was the goal of this research then the human instrument was the ideal of collecting and analyzing data (Merriam, 2009:15). The key instrument of this research was the researcher herself because it was impossible to investigate the data without the interpretation from the researcher herself. The researcher herself collected, identified, classified, interpreted and concluded the data. However, the researcher also needed some supporting tools, such as laptop, internet, and headset to help the researcher to collect the data.

3.4 Data Collection

The data were collected from the dialogues and utterances in the form of words, phrases and sentences expressed by the characters in "The Proposal" movie that contain apology. The researcher applied several procedures to obtain the data.

- 1. First, the researcher printed out the downloaded English subtitle of the "The Proposal" movie.
- 2. Then, the researcher watched the "The Proposal" movie to understand the story, plot and context of the movie.
- 3. Next, the researcher sorted out the characters utterances that consist of apology by gave an underline in the subtitle.

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Read a book! Read Frank's book. "And that person is Oprah."

15
00:02:37,257 --> 00:02:38,986
- Cuttin' it close.
- One of those mornings.

16
00:02:39,025 --> 00:02:40,515
Thank you, Captain Obvious.

17
00:02:40,560 --> 00:02:42,824
Sweet...

18
00:02:42,862 --> 00:02:44,523
- Uh, sorry.
... Jesus!

19
00:02:44,564 --> 00:02:46,464
Rub some dirt on it, brother.

20
00:02:46,499 --> 00:02:49,957
Frank, the truth is all
A- plus novelists do publicity.

21
00:02:50,904 --> 00:02:53,702
Roth, McCourt, Russo, and...

22
00:02:53,740 --> 00:02:56,641
Frank! Can I tell you what else they have in common? A Pulitzer.

23
00:02:57,343 --> 00:02:59,277
I need the shirt off your back. Literally.

24
00:02:59,312 --> 00:03:02,770
- You're kidding, right?
- Yankees, Boston, this Tuesday,
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Figure 3.3 The printed screen of underlined data on English subtitle

4. Last, the researcher transcribed the underlined data into conversation in order to make the researcher easily to identify the data.

3.5 Data Analysis

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

The researcher did several steps:

1. Developing Codes

The researcher was developing codes of apology strategies based on Olshtain & Cohen (1983) theory, the ways of expressing apologies and social functions of apologies based on Norrick (1978) theory. Auerbach and Silverstein define coding method as a procedure for organizing the text of the transcripts and discovering patterns within that organizational structure

(2003:31). The purpose of coding data was to make the researcher easily to classify and make the reader easily to read the data. The researcher gave codes to the underlined data based on these rules:

- 1. Codes for Apology Strategies
 - a. An expression of regret coded REG
 - b. An offer of apology coded OOA
 - c. A request for forgiveness coded RFF
 - d. An explanation of account of the situation coded SIT
 - e. Accepting the blame coded ATB
 - f. Expressing self-deficiency coded ESD
 - g. Recognizing the other person as deserving apology coded RDA
 - h. Expressing lack of intent coded ELI
 - i. An offer of repair coded OOR
 - j. A promise of forbearance coded POF
- 2. Codes for the ways of expressing apologies
 - a. Direct Apology coded DIR
 - b. Indirect Apology coded IND
- 3. Codes for Social Functions of Apologies
 - a. Implicating Contrition coded IC
 - b. Asking to be forgiven coded AF
 - c. Showing good manners coded SGM
 - d. Assuaging the addressee wrath coded AW
 - e. Getting off the hook coded GH

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The following of data coding was written as follows:

For example: {1/18/REG/DIR/IC} means datum 1 found in utterance number 18. The apology strategy is an expression of regret, the ways of the characters in expressing apologies is direct and the social function of apology is implicating contrition.

2. Identifying apology strategies, the ways of expressing apologies and social functions of apologies.

The researcher identified the transcribed data by putting the suitable codes according to the coding above.

Datum 1

Andrew : Sweet...

Worker 1 : Uh, sorry. \longrightarrow {01/18/REG/DIR/AW}

Andrew : Jesus!

Worker 2 : Rub some dirt on it, brother.

Datum 2

Margaret : Um... Who is, uh, who is Jillian? And why does she want me to

call her?

Andrew : Well, that was originally my cup.

Margaret : And I'm drinking your coffee why?

Andrew : **Because your coffee spilled.** → {02/53/SIT/IND/AW}

3. Classifying apology strategies, the ways of expressing apologies and social functions of apologies into frequency and percentage.

The researcher classified apology strategies, the way of expressing apologies and social functions of apologies then applied it in the percentage by using this formula:

Percentage of each kind:
$$\frac{x}{y}$$
 X 100 %

x: the frequency of each kind of apology strategies and social factor

y: the total number of frequency

The researcher classified apology strategies based on Olshtain and Cohen (1983) theory. It represents to answer research problem in number one.

No	Code	D ata	Frequency	Percentage
1	REG	1/18, 3/140, 6/201, 7/285, 8/295, 13/598, 14/728, 15/783, 18/896, 20/1073, 21/1137, 23/1385, 24/1400, 25/1406, 29/1597, 30/1622.	16	50 %
2	OOA	9/308, 17/879	2	6,3 %
3	RFF	5/200, 31/1700, 32/1702	3	9,4 %
	•	TOTAL	32	100 %

Table 3.1 The classification of apology strategies

The researcher classified the ways of the characters expressing apologies, whether it is direct or indirect. It represents to answer research problem in number two.

No	Code	Data	Frequency	Percentage
1	DIR	1/18, 3/140, 5/200, 6/201, 7/285, 8/295, 9/308, 13/598, 14/728, 15/783, 17/879, 18/896, 20/1073, 21/1137, 23/1385, 24/1400, 25/1406, 26/1450, 27/1489, 28/1586, 29/1597, 30/1622, 31/1700, 32/1702.	24	75 %
2	IND		8	
TOTAL			32	100 %

Table 3.2 The classification of the ways of expressing apologies.

The researcher classified the social functions of apologies based on Norrick (1978) theory. It represents to answer research problem in number three.

No	Code	Data	Frequency	Percentage
1	IC	3/140, 4/181, 18/896, 20/1073, 23/1385, 24/1400, 26/1450.	7	22 %
2	AF	5/200, 13/598, 14/728, 15/783, 28/1586, 30/1622, 31/1700, 32/1702.	8	25%
3	SGM			
4	AW			

5	GH			
TOTAL			32	100%

Table 3.3 The classification social functions of apologies

Note: 1/18 means datum 1 found in utterance number 18.

4. Interpreting the data

Chandra and Sharma say that descriptive research not only collecting data, but also measurement, classification, analysis, comparison and interpretation (2007:263). From the data analysis, the researcher interpreted the data by applied several steps. First, the researcher explained the context of situation of the conversation. Next, explained the researcher's argument to classify the apology strategies, the ways of expressing apologies, and the social functions of apologies. Last, the researcher explained the relations between apology and politeness.

5. Drawing conclusion

The researcher made conclusion based on the result of the research.