

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter presents research design, unit of analysis, source data, technique of data collection, and technique of data analysis.

#### 3.1 Research Design

In this research the writer uses a qualitative descriptive method with a content analysis technique approach because the data to study requires a descriptive explanation from data in the form of words, phrases, sentences, and expressions contained in the movie *Maleficent of Evil*. Surakhmad (1994:139) states that “Descriptive method is a kind of research method using technique of searching, collecting, classifying, analyzing the data, interpreting them and finally drawing conclusion”.

This study used the content analysis technique. Fraenkel and Wallen (2007:483) states that “Content analysis is a technique that researchers can use to examine human behavior indirectly through analysis of their communication media such as textbooks, essays, newspapers, novels, magazine articles, song, image ads and all types of communication that can be analyzed”.

From some views above, this study discussed about politeness strategies in movie of *Maleficent: Mistress of Evil*. The writer analyzed the utterances to find the strategies used by the characters in the movie.

#### 3.2 Unit of Analysis

Unit of analysis in this research are the utterances in the transcript movie of *Maleficent: Mistress of Evil*. The researcher focused this research on the utterances of movie. The type of data requires by this study will use of the transcript movie

of *Maleficent: Mistress of Evil*. The data were analyzed by using George Yule's pattern of politeness strategies.

### 3.3 Source of Data

Data source is the explanation of from where the data are taken and the reason why the data are used. According to the need of analysis, the data were taken from the transcripts movie of *Maleficent: Mistress of Evil*. The movie was chosen because it contains a lot of utterances indicating politeness, especially positive politeness and negative politeness. The story is very interesting. Besides from this movie we can learn much about true love between mom and daughter. (Rahardi, 2001:8) differentiates the data source into two categories, primary data and secondary data. Primary data is the data gained directly from the source meanwhile secondary data is the one gained indirectly.

### 3.4 Techniques of Data Collection

Data is very important in research. To collect data, researchers can use a lot of data collection such as paper and pen method, life method, ostensive method (Sukardi, 2013:41).

According to Donald Ary (2010:435) qualitative research may also use written document to understand of the phenomenon under the study. The data in this research is using documentary technique to collect the data. Documentation is the method that used in scientific research in order to collect data by using a collection of document as evidence. Documentation technique that is researcher tried to find the data needed such as notes, transcript, newspaper, magazine, and so on. To find solution of the problem discussion in this research, the researcher

needs some data to get data related to the title. The researcher takes step as follows:

1. The first step was the researcher downloaded the movie script of *Maleficent: Mistress of Evil* from the internet.
2. Second, the researcher read and observed the dialogue from the script.
3. Third, the researcher collected the data by dividing the utterances and trying to understand it deeply and looking for all of utterances.
4. The last, the researcher collected the data to classify it into categories of politeness strategies based on George Yule's categories. The classification contained bald on record, off record (indirect), positive politeness, and negative politeness.

### 3.5 Techniques of Data Analysis

According to Miles and Huberman (1994:10-12) a process analyze as consisting of three concurrent flows of activity. There are:

#### a. Data reduction

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written up field notes or transcriptions.

In this step the researcher tries to find the data or collect data from movie "*Maleficent: Mistress of Evil*". It starts by selecting the clauses that have been analyzed and collecting the data becomes a summary. It helps the researcher easy to read and easy to analyze.

#### b. Data display

In data display, the data is an organized compressed assembly of information that permits conclusion drawing and action. Data display is the relevant data that are found this research. Data display can help to understand what is happening and to do something either analyze further or take action based on that understanding. Designing display deciding on the rows and columns of a matrix for qualitative data and deciding which data, in which form should be entered in the cells are analytic activities.

In this step the researcher shows the data that will be analyzed and start to analyze the file that have divided in to many clauses from movie “*Maleficent: Mistress of Evil*”. Researcher analyzes of clauses and tries to find the kind of politeness strategies from clauses. After that, the researcher collects the result to be many parts.

No.	Utterances	Politeness Strategies			
		Bald-On Record	Off Record	Positive Politeness	Negative Politeness
	<b>Total (N)</b>				
	<b>Frequencies (%)</b>				

**Table 3.1 Types of Politeness Strategies**

This table of findings is used to categorize types of politeness found in the utterances of movie “*Maleficent of Mistress of Evil*”. The utterances represent types of politeness found whether bald on record, off record, positive politeness,

and negative politeness. The total indicates and represents of each types found in the utterances uttered by characters in this film. The frequencies used to identify the majority of politeness type found and figure out the reasons why many utterances found used this type. In determining the number of frequencies in every category of politeness. Every utterances have 1 score for only 1 category of politeness strategies. The researcher uses the formula  $F = n/N \times 100$ . n means that the number of utterances in every category of politeness strategy. N means that the total number of utterances from all the strategy's politeness categories. It can be concluded that every category has a different total of frequencies.

c. Conclusion drawing and verification

Conclusion drawing in our view is only half of a Gemini configuration. Conclusions are also verified as the analyst proceeds. Verification may be as brief as a fleeting second thought crossing the analyst's mind during writing, with a short excursion back to the field notes, or it may be though and elaborate, with lengthy argumentation and review among colleagues to develop "inter-subjective consensus" or with extensive efforts to replicate a findings in another data set.

In this step conclusions are also verified as the analyze proceeds and verification only a brief from the analyst's mind during writing. It is about how many kind of clauses that have divided and description of the data from the result of analysis before.

### 3.6 Thesis Organization

This study was written systematically as follows:

Chapter I	<p><b>INTRODUCTION</b></p> <p>Discuss the introduction which consists of background of study, statement of the problem, objective of the study and significant of the study</p>
Chapter II	<p><b>REVIEW TO RELATED LITERATURE</b></p> <p>Deals with the review of related literature that consist of previous research and theoretical review.</p> <p>The previous research discussed about the research that had been conducted by other researcher which had some relations with the study. The theoretical review discussed about Previous Researches, Theoretical Review, and Maleficent movie</p>
Chapter III	<p><b>METHOD OF INVESTIGATION</b></p> <p>This chapter explains about the method of investigation that included Type of research, Unit of Analysis, Sources of Data, Technique of Data Collection, and Technique of Data Analysis.</p>
Chapter IV	<p><b>DISCUSSION</b></p> <p>This chapter explains the analysis of the data in the thesis. In this chapter, the writer presented the data</p>

that had been analyzed based on the problem statements to come with the objective of the study.

## Chapter V

### CONCLUSSION

In this chapter the writer presents the conclusion of the study and also suggestions.

