

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research design in this research uses descriptive qualitative design. According to Creswell (2014), qualitative research is a design of research that use narrative research, phenomenology, grounded theory, ethnography, and case studies. He also stated that case studies are qualitative design which the researcher explores an event, activity, process, program, or individuals. Therefore, the researcher uses case studies in this research because the case studies are the daily phenomena that happened in society life.

The phenomena are found in human daily life and explained by words and sentences. Furthermore, the researcher presents the research descriptively. This research applies theory of language style types by Joos (1976) and language functions by Jakobson (1980) as the main theories of analysis. The theories are used to analyze the language styles used in “Soul” movie.

3.2 Object of the Research

There are two objects of the research as the main analysis in this research. First, it analyzes the types of language style. Second, it analyzes the function of language used. Moreover, the characters’ dialogues in “Soul” movie contain different language styles. Next, the language styles occur in the movie shows the relation with the language functions. For those reasons, “Soul” movie is suitable to become the data source of this research.

3.3 Method of Collecting Data

Research data is taken by using observational method. According to Sudaryanto (2015), observational method is done by observing the applied language. In this research, this method use non-participatory technique. Therefore, the researcher is not participated in the dialogues of the movie.

The steps of collecting the data is done with three steps. First, the researcher watch “Soul” movie. Second, the researcher transcripts the movie. Last, the researcher ticks the selected sentences which are considered as language style types based on the theory of Joos (1976).

3.4 Method of Analyzing Data

Research data is analyzed by using Referential Identity method by Sudaryanto (2015) which focuses more in identifying and analyzing the relationship between language and the specific entity outside the language that is being referred to. Furthermore, the research applies equalizing technique which identify and classify the similarity of the data found according to theory by Joos (1976).

There are few steps of analyzing the data. First, the researcher identifies and classify the selected sentences. Second, data is analyzed by applying the theory of Joos (1976) to find the types of language style. Third, the language functions are analyzed by using the theory of Jakobson (1980). Finally, the analysis result presents the language style types and language functions found in “Soul” movie.

3.5 Method of Presenting the Research Result

Research result is presented by using informal method. According to Sudaryanto (2015), informal method is presenting the result with words and sentences. In this research, there is no graphic, table, or diagram shown. Instead, the researcher only presents the analysis result by words and paragraphs. Moreover, the analysis result is presented simply and descriptively to make the readers understand the topic easily.