

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

According to Neuman (2003), the research design divided into two kinds, there are quantitative and qualitative research. Quantitative research is research design in which it explains a particular data by using gathering numerical. Whereas, Qualitative research is also same as research design in which a particular data can be explained by producing descriptive of the data in form of words spoken or written of the people. Then, descriptive of the data is the data that exist in words of written or spoken from people that the researcher is going to analyze. When doing this research, the researcher uses kind of research design from qualitative research, it is used to analyze the type impoliteness that found in conversation of characters in *Ugly Betty Movie*.

#### **3.2 Object of the Research**

Object of the research is very important in the research because to analyze some problems, the researcher needs to find first data that can be applied with theory. The researcher should be clever to decide the object that used in this research. The object of this research is impoliteness that used by characters in *Ugly Betty Movie*. Furthermore, all of data is about utterances that contain impoliteness by Characters in *Ugly Betty Movie*.

### 3.3 Method of Collecting Data

The researcher used observational method by Sudaryanto (2015) when process of collecting data. Sudaryanto (2015) said that observational method is one of method which has a purpose to observe the data to receive collecting data. The techniques that can be used to collecting the data has two types; they are participatory and non-participatory. In the technique of participatory, the researcher implicates as participates in the research to collect the data. The technique of participatory is different from the technique of non-participatory. In the technique of non-participatory, the researcher doesn't implicate in the research to collect the data. The researcher only observes every utterance that contain impoliteness strategies related the factor why characters used impoliteness strategies in *Ugly Betty Movie*. The researcher used technique of non-participatory to find and collect the data in this research because the researcher didn't implicate in the movie. The researcher did some steps to collect the data. First, the researcher observed every utterance of the characters in *Ugly Betty Movie* by watching the movie in [www.hooq.tv](http://www.hooq.tv) or HOOQ application. Second, the researcher transcribed every utterance in *Ugly Betty Movie*. Third is analyzing all impoliteness strategies by characters in *Ugly Betty Movie*.

### 3.4 Method of Analyzing Data

The researcher applied impoliteness strategies from theory that proposed by Culpeper (2011) and supported by Culpeper, Haugh, & Kádár (2017) and some factors that influence the offenders used impoliteness was provided by Jay (as

cited in Bousfield, 2008). All of theories were applied by using Pragmatics Identity Method. According to Sudaryanto (2015), Pragmatics Identity Method is the method that depend on contextual of situation. The researcher used Pragmatics Identity Method because the researcher needed context of situation when analyze impoliteness strategies in *Ugly Betty Movie*. In case, it referred to the types of impoliteness and factors of characters in *Ugly Betty Movie* used impoliteness strategies.

### **3.5 Method of Presenting the Result Analysis**

After the researcher does analysis, this research needs to be presented. Sudaryanto (2015) says that the method of presenting data has two types for presenting the result analysis. There are formal and informal methods. The presenting result analysis with formal method means that the researcher uses the diagram, table, number and symbol in presenting the result of analysis. Whereas the informal method means the researcher points to the method of presenting the result analysis by using words or sentences. It means the result of analysis can be described by using words or sentences. Thus, presenting the result of analyzing data in the research will be presented by the research by using informal method. The result of the analyzing data, the researcher took some sentences of transcribing as the data that related with impoliteness strategies by characters in *Ugly Betty Movie* with the purpose to make this research can be understood by the reader.