

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

This research analyzed the types of address from in the Cinderella movie by Kenneth Branagh in the Cinderella movie 2015. There are two types of research designs; they are quantitative and qualitative research. Quantitative research is a method to find and collect data that can be measured with number and percentage. However, qualitative research has comprehension data and cannot be measured by numbers. Qualitative research has a descriptive base in order to understand a phenomenon more deeply. This research used descriptive qualitative method. The researcher used descriptive qualitative method because the data is in the form of words, phrases and sentences not in the form of numbers. The descriptive qualitative method was applied to analyze address forms in *Cinderella* movie 2015.

3.2. Object of the Research

The object of this research is address forms. The address forms were analyzed based on Meyerhoff (2003) theory. The address terms have its types and functions. The types and functions of address terms were analyzed in a movie entitled *Cinderella Movie 2015*.

3.3. Method of Collecting Data

There are two ways in collecting the data namely observational method and interview method Sudaryanto (2015). According to Sudaryanto (2015), observational method is a research method which is done by observing the object of research in its context, whereas interview method is a method of question and answer between researchers and informants directly. The researcher collected the data with observational method because the data lies in a movie. In observational method, there are participatory and non-participatory techniques. Participatory means a researcher observed while engaging in interaction with speakers. However, in non-participatory, researcher did not engage in interactions with speakers. Non-participatory technique was used in this research because the researcher did not engage with the speakers in the movie. The researcher only watched the movie and observed the utterance. There were several steps that were done to collect the data. First, the researcher downloaded the *Cinderella movie 2015*. Second, the movie was watched several times. Third, the researcher classified the utterances which contain address forms.

3.4. Method of Analyzing Data

This research used address terms theory from Meyerhoff (2003) to analyze the data. The address forms analysis consists of types and functions of address terms. In analyzing the data, pragmatic identity method by Sudaryanto (2015) was applied. Pragmatic identity method was a method that have interlocutor as a

determinant. This meant that every utterance depends on the context of the situation with the interlocutor.

There were several steps in analyzing data. Firstly, watching and learning about the movie. Secondly, reading the script of movie and highlighting of conversations. The highlighted of script were analyzing logically types and purposes by types of address form proposed by Meyerhoff (2003). Then, each of the address form and the purpose clustered to the eight types address form and three purposes. In this analyzing there was not the reducing because there were found the same data but had the different purposes.

3.5. Method of Presenting Research Result

Presenting research result is an attempt by the researchers to display result of analysis in form of written reports Sudaryanto (2015). According to Sudaryanto (2015), methods of presenting research result are formal and informal. In formal method, the result is presented in formulations using numbers, signs and symbols, whereas informal method is used to present the result with ordinary words. This research used informal method in presenting the research result because the results of the analysis are in the form of sentences without any numbers.