

## **CHAPTER III METHOD OF RESEARCH**

### **3.1 Research Design**

In this analysis, the author used a qualitative descriptive method and presented it descriptively. According to Creswell (2014), qualitative research is an approach to finding out social meaning based on social problems. Indeed, this study was related to social phenomena because it examined address terms one of the sociolinguistics phenomena. Thus, this study focused on providing a border understanding of the selected phenomena.

The qualitative research method is research that produces descriptive data in the form of words or utterances from the observed research. Based on Litosseliti (2018) qualitative research is related to the structures, patterns, and characteristics of words. Instead, Litosseliti (2018) stated, “Data that consists of, broadly speaking, ‘texts’: writings, interview data, which can be used for qualitative analysis” (p. 336). In the line with that, Jhonson (2014) defined qualitative research as primarily a survey that relies on the collection of qualitative data. The data referred to non-numerical data it was words and pictures. As reported by Merriam (2016) qualitative research was the research that used words as data. She added that the main purpose of this method was to clarify and interpret the meaning of words. Therefore, this method was used to describe the types and functions of address terms in Marvel End Game Movie. There were no results that use data in form of tables or diagrams. Therefore, the result of using this method would describe the data descriptively.

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

The object of the research is the most crucial part as well as the major of this study. According to Sugiyono (2013) the object of the research is everything that the researcher chooses to study. Moreover, based on Hardani et al., (2020) object of research is important thing to find out the aims of the study more than that the researcher must consistent with the objectives and the problem formulation. The aim of this study was to determine the types and functions of the address terms in the Marvel End Game Movie used by the characters. The types and functions of address terms were sourced from the theory proposed by Wardhaugh (2006) and Chaika (1982). The Avenger End Game Movie was the source of data collection for this research. The data were taken from sentences or words based on the movie. The utterances and conversations that were used by the characters based on the movie related to address terms as the data source of this research.

### **3.3 Method of Collecting Data**

Data collection methods and techniques were the steps the researcher took to collect the data for research purposes. The observation method was a method of collecting data for observing the research object. According to Sudaryanto (2015), the method of collecting data by observing how society uses language was called the observation method. The data of this research was sourced from the End Game movie. Therefore, to collect the data the researcher observed the movie. In applying the method, the researcher watched and listened to the movie. Therefore, this method was chosen because it requires the use of the human senses to collect the data.

While, data collection was done by seeing, listening, and writing the phenomena conducted with address terms. This research was classified as a non-participatory observation technique. According to Sugiyono (2013), while collecting the data the researcher did not involve directly with the participants. Based on Hardani et al., (2020) that method was developed from the participant observation technic. Moreover, the non-participant technique did not involve the researcher in interacting and communicating with the subject.

In this research, there were several steps while collecting the data. As the first step, the researcher watched the Marvel End Game movie. The purpose of watching the movie is to get the situation and the context social that occurs in the movie. While the researcher converted the conversation into a script. The purpose was to make it easier for the researcher to collect the data. Having had converting, the researcher watched and marked the script to find out the raw data. This had been done several times by the researcher to help the researcher achieve higher accuracy. Finally, the researcher highlighted utterances related to the phenomena of address terms.

### **3.4 Method of Analyzing Data**

The researcher analyzed the data after getting the data. Based on Creswell (2014) analysis of data in qualitative research is closely related to other parts of qualitative research and development: data acquisition and summary of results. In addition, data analysis was related to the data theory. According to Sugiyono, (2013) analyzing data was the process of systematically searching and compiling data obtained from the theory of the data and making a conclusion for easy to understand. Activities in analyzing qualitative data were carried out interactively and continuously down to complete (Miles et al., 2014). This research identified sociolinguistic phenomena

that occur in the conversation. The researcher focused on the types and functions related to the data theory.

This research was carried out through several ways to analyze the data. Firstly, the researcher identified the data that had been highlighted. This process was performed by focusing on the phenomena and selecting the data on the raw data. Next, present the data that has been collected regularly, which means the researcher can draw tentative conclusions. To present the data, the researcher explained the data narratively. Lastly, draw a conclusion. Thus, the researcher can answer the formulation of the problem that has been formulated.

### **3.5 Method of Presenting Research Result**

After performing the analysis, the final step in the research was to present the result of the analysis. The researcher used words to present the research result after analyzing data. According to Sudaryanto (2015), the result of the research was presented descriptively using words or sentences. Thus, diagrams and symbols were not used because everything that relates to research result only used words. Therefore, the researcher presented the research result by narrative text descriptively.