

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

The research applied qualitative method. The analysed data used in the research were in form of words uttered by speakers, as Bryman (2012) mentioned that the qualitative research are research method which emphasizes words rather than quantification. So, the research was described in form of word rather than number. Additionally, Creswell & Creswell (2018) also stated that qualitative research is a means to explore and understand the meanings of individuals to the social problem. Thus, the analysis conveyed how the speakers utterances affect social standing in society.

Moreover, Merriam (2016) said that qualitative research is to understand the way people make sense out the process off meaning-making and describe how to interpret what people experience. Therefore, this method was used to analyze address term which was affected people in conversation, especially on society and social standing.

The data of this research which were explained with words and sentences would be in form of descriptive. The expression of address term were presented in word, sentence, and phrase. So, qualitative descriptive method was used on this research. The main theory of this research was Wardhaugh's (2014) and Chaika's (1982) theory. This theory was used to find and analyze the types of address terms with its functions in Gridiron Gang movie.

3.2. Object of The Research

The object of the research was the movie titled “Gridiron Gang” which was directed by Phill Joanu and released on 2006. The cast of this movie were famous actors. The actors were Dwayne Johnson and Xzibit the rapper. The object was focused on address terms based on Wardhaugh and Chaika’s theory. The conversation in Gridiron Gang movies contained address terms in several scenes in the movie that used by the all characters in the movie, including the main character.

3.3. Method of Collecting Data

For collecting data of the research, the researcher applied the observational method proposed by Sudaryanto (2015) which focused on observing the data. The data was collected by observing the movie which involved watching, hearing, and reading. In other words, The researcher did not involved or produced the utterances as the data. This study falls under the category of non-participatory observation. Sugiyono (2014) claims that during the data collection process, the researcher did not work directly with the subjects. According to Hardani et al., (2020), the participant observation technique was used to design that method. Additionally, the non-participant approach excluded the researcher from engaging and speaking with the subject.

Data collection in this study involved a number of processes. The researcher began by watching the Gridiron Gang film. Understanding the situation and social context that takes place in the film is the goal of watching it. While the researcher transformed the dialogue into a script. It was done to make it simpler

for the researcher to get the data. After converting, the researcher observed and annotated the script to obtain the raw data. In order to increase accuracy, the researcher had performed this multiple times. The researcher also highlighted utterances that were connected to the phenomenon of address terms.

3.4. Method of Analyzing Data

The research data was analyzed with referential identity method proposed by Sudaryanto (2015) which focused on analyze and identified the relationship between language and the specific entity outside the language that was being referred to. In addition, the research used equalizing technique proposed by Sudaryanto (2015) which was analyzed the types and functions from collected data based on the theory proposed by Wardaugh (2006) and Chaika (1982).

There were several steps to analyze the data. First, the researcher identified the highlighted sentences. Next, the data was analyzed based on the type of address terms. After that, the function of address terms was analyzed by using Chaika's (1982) theory. Finally, the result of the analysis was explained descriptively the types and functions of the address terms used in "Gridiron Gang" movie which answered the research question on the introduction chapter.

3.5. Method of Presenting The Research Result

The next step was presenting the result analysis after finishing the analysis. Presentation of the results of the analysis means the way the researcher displays in the form of a written report the results of data analysis. The descriptive narrative approach was employed in this study. Descriptive narrative, as noted by Taylor et al. (2016, p. 21), dealt with stories, particularly those told is a

description of certain paragraphs. This research was entirely descriptively provided. The analysis's findings were presented using words and phrases. The objective was to provide a descriptive explanation of the study' findings so that readers could quickly grasp the selected topic.