CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Descriptive qualitative method research is suitable for sociolinguistics research. Since the researcher found the phenomena not only from the utterances but also from sociolinguistics elements, then, the elements including social context, social relationship, social identity, and circumstances must be applied. The research would be described in written form which contains detail description of participants experience such as quotations from the data source based on the grounded theory (Creswell & Creswell, 2018). According to Taylor et al., (2016), a research method which contains rich descriptive research in written form by observing participants' behavior is qualitative research method. Therefore, the researcher designed this research textually and descriptively by using descriptive qualitative research method.

3.2 Object of the Research

The objects of this research were types of language style and speech functions. Both types of language style and its speech functions were the focus of this research. The theory of Joos (1967) was used as the theory to identify and analyze the types of language style. Following this, the speech functions was also used as the guidance of this research which proposed by Holmes & Wilson (2017). Then, the Netflix Series Bridgerton Season 2 was used as the data source

by the researcher. Therefore, the utterances of the data source found out, identified, and analyzed as the forms of language style and its speech function.

3.3   Method of Collecting Data

In order to collect data, the data were collected by using observational method. The researcher observed the data source by watching, listening, reading, and feeling to get understanding the utterances and social context which those related to the theories. Sudaryanto (2015) described the method of collecting data was observing. In the line with Sudaryanto's argument, Sugiyono (2013) stated, observation is used when the object of the research is human behavior, work processes, natural phenomena and small respondent. Moreover, in the line with observational method, the non-participatory technique also was used in this research. It was because the researcher did not involve directly with the data source. According to Sudaryanto (2015) non-participant is the outsider without direct involvement with the activity in the data source.

In detail, there were several steps in collecting data. First, the researcher watched all episodes of Bridgerton Season 2 series in Netflix. Second, along with watching the series, the researcher read and got an understanding the script for several times. Third, the utterances were identified and highlighted which those related to the theory, and noted the time and the duration when the utterances were occurred.

Additionally, the Netflix series of "Bridgerton Season 2" consists of 8 episodes. To make the data easy to read and distinguish, the researcher coded letter 'E' that represented 'Episode'. According to Sudaryanto (2015, p. 249),

utilizing letter symbols can be present informally as the law of 'represented–represents'. Then, the researcher coded sequential numbering according to the sequence of episodes such as E1 for episode 1, E2 for episode 2, E3 for episode 3, and so on. Furthermore, the researcher also sorted the data based on the appearance of the data in certain minutes in each episode, such as E1:1, means Episode 1 Data 1. Then, the researcher repeated the codes after the data occurred in different episodes, such as E2:1, E3:1, E4:1, and so on.

Furthermore, to avoid data repetition, the researcher reduced data which have the same pattern and point regarding the theories. Then, when displaying the data to research analysis, the researcher displayed several different data per each type of language style and speech functions in research analysis. According to Sugiyono (2013), anticipatory reduction data refers to the research determination based on the research question, conceptual framework, and the data collection, then, the data reduction means the activity of sorting the main and important things where different pattern and context. Hence, in the research analysis, the data are displayed as representative of all the data.

3.4 Method of Analyzing Data

The researcher analyzed data after collecting the data. For analyzing data, the researcher used referential identity by Sudaryanto (2015). Since this research identified sociolinguistic phenomena, the referential identity method concerned not only to the language but also to the social and situation context. Then, Sudaryanto (2015) stated, data analysis is the peak of research, which determines whether the collected data appropriate with object of the research or not.

Following this, the researcher looked for the utterances which appropriate to theory of language style proposed by Joos (1967) and speech functions proposed by Holmes & Wilson (2017). The technique was the equalizing proposed by Sudaryanto (2015). This technique was used to classify the data based on those theories.

In detail, there were several steps in analyzing data. First, the collected data were determined depending on theories. Second, after determining, the data were categorized and grouped depending on the types and the functions. Third, the researcher focused on analyzing the data through words and along with identifying each data which relates to the speech functions. And the last, the researcher drew the conclusion based on the findings.

3.5   Method of Presenting Research Result

In order to present the result of this research, the researcher presented the findings after analyzing the data. The researcher presented the findings in an informal way. According to Sudaryanto (2015), an informal method can be used to convey the results of analysis in detail through words (p.261). Therefore, the researcher presented the findings descriptively in writing.