CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research method applied in qualitative research. (Creswell, 2013) explained that research method can be a research strategy used by individuals or groups to learn about and investigate social problems. In order for researchers to interpret the meaning of the information, this research methodology focused on how the data that have been collected emerge. This study employed a qualitative descriptive methodology because the information is presented in the form of discourses, sentences, and words. Qualitative research was also performed because it's important to understand complicated things or situations. Creswell (2013) explained researchers can utilize this technique to examine the moral principles and messages in data.

Data from this study were interpreted by using words. Finally, this thesis is presented in a descriptive manner. Due to this, the best study design for this study was a descriptive qualitative. In this study, the main theory of analyzing figurative language was the theory Culpeper (1996). It aimed to analyze the impoliteness utterances found in the Heat movie. Specifically, it sought to examine the various strategies and functions in "The Heat" movie.

3.2 Object of the Research

The study data were the utterances that were utilized by The Heat Movie to create the rude triggers that can be found in the movie. Feature in this movie with their signature brand of satire, which was smart and cocky all at the same time. A protagonist with a vicious nature, Sarah Ashburn, was played by Sandra Bullock.

According to Culpeper (2005), some individuals employed this tactic on purpose in order to purposely disrespect the looks of other individuals. But once again, that was determined by the circumstances. The movie "The Heat" had the capacity to show impoliteness behavior. As a result of this, the researcher decided that the best data source for this study would be the speech that was included in the movie "The Heat."

3.3 Method of Collecting Data

According to Sudaryanto (2015) the observational method was used as the strategy for data collection in this research. The observational approach was a way to get information and figure out what it means by paying attention to how language is used (Sudaryanto, 2015). For the purpose of this study, the researcher employed both dividing form procedures and note-taking approaches. This approach was used because it is the most effective way to acquire data to monitor the context and utterances in conversation. As a result of this, the method had been implemented. Depending on the circumstances, the facts were gathered by the employment of sense devices such as ears to hear, eyes to see, and minds to comprehend.

There was some equipment to fulfill data collection needs, such as pens and pencils, as well as books for taking notes, televisions, computers, speakers, and listeners. Additionally, there were equipments to sort the data, such as pens and pencils. When collecting data, it was necessary to have certain enabling circumstances in place, such as having a fan or air conditioner running in the room so that the temperature does not fluctuate too much. It was important that the light be bright for writing and data collection because it was much more difficult for researchers to collect data when it is dark. Observing, listening to, and concentrating

in particular on people's speech will be used to collect data in The movie "Heat" as a potential source of data.

In addition, a method that does not include participant input was used in this investigation. Because of this strategy, the researcher was not involved in the process of developing the utterances that are used to gather data. This freed them up to focus on other aspects of the study. When it came to the gathering of data, there were a lot of different processes involved. The initial step of the research process consisted of the researcher continuously watching and listening to the conversation that took place in the video footage. After watching the movie "Heat" and listening to the subsequent conversation about the movie, the researcher made a recording of the utterances that were related to the rudeness of the conversation in the movie. After that, the researcher recorded the utterances and selected the ones that pertained to the conversational impoliteness hypothesis to highlight. The researcher proceeded to incorporate all of the data as well as the conditions shown in the film into this study.

3.4 Method of Analyzing Data

This research used the dividing method according to Sudaryanto (2015) with the method of sorting the determining elements and sorting power as a distinguishing tool. The dividing method, according to Sudaryanto (2015) data analysis technique whose determining tool was outside, independent, and not part of the language concerned. According to Sudaryanto (2015). Sorting power was used to categorize lingual units in the form of words into several kinds so that the different references caused by a word must be understood first. In addition, Sudaryanto (2015) explained sorting power as the ability of a researcher to

distinguish the composition of writing with other lingual units through the use of sorting power. Writing words, sentences, and paragraphs is one example.

Researchers went through several processes when analyzing data. The researcher first read or understand the meaning of the text based on the context of the data source. The researcher found characteristics or patterns of oral communication. The researcher discussed these characteristics or patterns of speech. Finally, the researcher classified the data or statements in the movie according to the strategies and functions of impoliteness.