

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research design is the method used by researchers in collecting research data. Litosseliti (2010, p. 52) said that “qualitative research is concerned with structures and patterns, and how something is.” These structures and patterns are described in the way or how something is done narratively. Taylor et al. (2016) strengthened that qualitative research is in the form of research procedures or steps that aim to produce descriptive data either in written or oral form from the behavior of people who can be observed. Therefore, this research used the utterances taken in the movie as the data in the form of descriptive data, by the qualitative objectives stated by Taylor et al. (2016). It described the observation of the behavior of people with research procedures in written form.

Flick (2014) mentioned that qualitative data analysis classifies and interprets the material linguistic or visual, to make statements about the implicit and explicit dimensions and meaning-making structures of matter and what is represented in it. Therefore, the research requires descriptive techniques to describe the statements about dimensions and structures in it. Further, Sudaryanto (2015) stated that research that uses descriptive techniques in the realm of linguistics is research that does not change the data in its analysis, but it is carried out by elaborating and describing the data by the researchers themselves. This is what underlies this research to describe the results of the analysis descriptively.

According to the experts above, the researcher applied the qualitative method to conduct this research on the utterances taken from Spider-man: No Way Home movie. Yule (1996) said that an utterance is an important unit of speech in linguistics that needs to be analyzed the meaning of speech than the meaning of the words or phrases in their speech. Therefore, those utterances help the researcher to analyze the data in the form of written words based on the context of the utterance. For the result, this research showed the acts of assertive and the function of assertive acts in written words descriptively.

3.2 Object of the Research

The objects of this research were the acts of assertive and the functions of assertive acts. This research used Searle and Vanderveken (1985)'s theory to find out the acts of assertive and Leech (1983)'s theory to find out the function of assertive acts. Spider-man No Way Home movie is the data source used in this research. The acts of assertive were identified from the utterances of the characters in the movie. Next, the functions of assertive acts were known after the acts of assertive were identified. Thus, this research concerned with the utterances that contain the assertive acts uttered by all characters in Spider-man No Way Home movie.

3.3 Method of Collecting Data

The process of finding the data began with the data collection. In this research, the researcher used the observational method in collecting the data by using Marshall and Rossman (2016)'s theory. They said that the observational method is done to observe the use of language. In this research, the researcher

observed the use of illocutionary acts in utterance and context. Leech (1983) defined context as background knowledge of speech owned by speakers to interpret its meaning. This background of knowledge refers to the utterances before and after spoken utterances, and surrounding conditions related to the speakers' habits, society, and culture of the community. Thus, this research involves the context to capture and analyze the phenomena that occurred in the movie.

According to Sugiyono (2013), the data collection technique is the primary step to collecting valid data, because it can produce a valid data conclusion as well. Therefore, to get valid data, the researcher needed a technique to collect the data. In this research, the researcher used the note-taking technique purposed by Sudaryanto (2015). He said that the note-taking technique is done by noting the utterances on the data card which is immediately followed by classification and using certain writing instruments.

Based on the consideration of the technique above, the researcher began the observation to watch the movie from the beginning to the end. The movie was 2 hours and 28 minutes long. Flick (2014) added that a movie is about communication, and it should be analyzed by acknowledging the moving image into communication with its viewers. Thus, to acknowledge the conversation in the movie, the researcher used the sense of sight to watch the moving image. After watching the movie through a sense of sight, the researcher transcribed conversations or utterances from the beginning of the movie to the end using the note-taking technique. In this activity, the researcher experienced the sense of hearing and the sense of feeling. The researcher listened to the conversation and felt

how the situation in the conversation was. Hence, the researcher presented the data in the form of conversational text. This text simplifies the researcher in highlighting and analyzing the raw data.

3.4 Method of Analyzing Data

This research conducted a pragmatic identity method to analyze the data. This pragmatic identity method was theorized by Sudaryanto (2015). This method contains the participants which refer to the conversation in the movie. The technique used in analyzing the data was pragmatic competence in equalizing. This technique aims to equalize the data with the theory. Therefore, the researcher equalized the data found with the acts of assertive by Searle and Vanderveken (1985) and the function of assertive acts by Leech (1983).

The process began by highlighting the data. Before analyzing, the researcher wrote 32 acts by numbering the acts in order. Then, the researcher wrote the 4 functions by highlighting them with four distinct colors. This coloring simplified the researcher to equalize the data. Next, the researcher selected the utterances that contained the acts of assertive and numbered the expressions at the beginning of the sentences, then colored the sentences based on each function of assertive acts. This determined whether the utterances contained the acts of assertive by the numbers and functions of assertive acts by the colors.

After the data revealed the acts and the function, the researcher started to analyze the data with an explanation about the context related to the utterance, explaining the background of how the utterance occurred. After the background, the researcher quoted a short conversation with the data found inside. Lastly, the

researcher analyzed the identified data containing the acts of assertive, then the researcher analyzed the functions of identified assertive acts found in the form of narrative text.

3.5 Method of Presenting Result Analysis

In this research, the result is presented using the descriptive narrative method by Creswell and Poth, (2018, p. 268–270). The experts affirmed that this method describes the results in narrative text because the data collection in narrative studies needs to be analyzed to know the story that speakers must tell and the chronology of events that are taking place within words and sentences. The researcher analyzed these data in the narrative text or paragraphs, so the data found in the narrative text would be easy to analyze. Therefore, the researcher described the result analysis descriptively.