

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

The research was designed as descriptive qualitative method. Creswell & Creswell (2018) explained that the qualitative research methods are methods that explore problems and advance an accurate understanding of significant phenomena. There are two kinds of research methods, namely qualitative and quantitative research. The researcher applies qualitative research that focused on descriptive information using words and sentences. Meanwhile, Sudaryanto (2015) conducted that the method is basically a systematic work schedule that allowed for easier investigation progress so that it can achieve its main objectives.

Furthermore, researcher collected data by conducting observation. Since this research describes social problems in a descriptive manner, this research used a qualitative method. The theory from Yule (1996) which discussed about the types of directive acts and the theory from Kreidler (1998) are used to analyze the forms of directive acts. Moreover, the theories above are used in Luca movie to analyze the directive acts.

3.2 Object of the Research

The target of this research is the directive speech act. In this research, directive acts are identified in the movie "Luca" in terms of their types and forms. The types of directive acts are identified throughout the movie from the utterances convey by the characters to direct the hearer to take the intended action. The forms of directive acts are analyzed when the utterances of directive acts has been identified. This research was determined by observing how the characters

conveyed directive acts in their utterances. In essence, the researcher investigated all utterances of all characters that fall under the directive category.

3.3 Method of Collecting Data

A method of observation was used to collect the data. Sudaryanto (2015) defined the observation method as observing language use. This means that the researcher had to observe the data sources in order to collect the data. Hence, to collect the data, the researcher watched the movie "Luca.". Observations were made by watching the movie, listening to the speech, and reading the script. This method is conducted as a result of its requirement for the use of human minds when collecting information.

Research methods used in this research were non-participatory. In this method, data was collected without involving the researcher as a speaker or interlocutor. The communication process does not require participation with non-participatory techniques (Sudaryanto, 2015, p. 204). Thus, the researcher does not directly intervene in the dialog of the characters. In order to accomplish this objective, observational and non-participatory methods were employed.

Collecting data involves a few steps that the researcher follows. First of all, the researcher watched the movie "Luca" numerous times. Second to that, the researcher repeatedly listened to the utterances spoken in the movie to get the data in the form of speech. As the third step of the research process, the researcher observed the movie to collect observations that demonstrate directive behaviors in general. Finally, the researcher noted the utterances that are considered as a directive act categories.

3.4 Method of Analyzing Data

Analyzing was conducted using pragmatic identity. This method was adopted because the data in this research consisted of utterances. In order to clarify the meaning of utterances that are not explicitly stated, context, speakers, and interlocutors are identified as pragmatic elements. Specifically, pragmatic identity refers to the hearer's response and how the utterance can elicit certain responses (Sudaryanto, 2015, p. 17). Among the data collected for this research, directive acts are utterances that were found in the data collection process to fall into the category of directive acts. As such, the pragmatic identity method can be applied to this research.

Throughout this research, pragmatic competence is used to evaluate equalization. Researcher employ this technique in order to analyze data. When attempting to equalize, pragmatic competence requires the ability to integrate data with relevant theory (Sudaryanto, 2015, p.31). In order to apply the method of data analysis to this dataset, it is necessary to compare the data of directive acts in "Luca" with the theory of experts outlined by Yule (1996) and Kreidler (1998). Thus, these methods and techniques are employed in the analysis of data.

The process of analyzing the data was performed under several steps. As part of the data collection process, the researcher first identifies which utterances have been bold through interpreting the context of the utterances. The interpretation of the context is an important process in extracting the implied meaning of the utterance, which then sorted according to the theories of the experts. The second research questions are answered by analyzing the data with

the theory introduced by Kreidler (1998). In conclusion, the research results provide information on the types and forms of direct action performed in "Luca."

3.5 Method of Presenting Research Result

A researcher's findings are presented at the end of the research process. This research applied the informal method in presenting the results of this research. The informal method is a method of disclosing research results with words (Sudaryanto, 2015, p. 216). Therefore, the researcher described the results of the research descriptively. The informal method is chosen to assist readers in understanding directly choose the topic.