

## **CHAPTER III**

### **RESEARCH METODOLOGY**

Research methodology is a technique to methodically resolve problem of the research which could be understood as science of studying the way research is done scientifically (Kothari, 2004). It illustrates the method that is employed in the designing the research, method in the collecting the data to investigated, method of analyzing the data, and the way of presenting the result analysis.

#### **3.1 Research Design**

Research design is defined as the modes of observation that allow the scientist to collect observation in systematic and structured ways (Abbot and McKinney, 2013). Theoretically, there are two kinds of research design; they are quantitative and qualitative research. Quantitative research focuses on gathering numerical data and generalizing it across group of people or to explain a particular phenomenon. Whereas qualitative research focuses in producing descriptive data in the form of words written or spoken of the person. Descriptive data is data which exist in written words or utterance from someone that we are going to analyze. In doing this research, the researcher uses qualitative research, it is applied to analyze the address form found in *Fast and Furious 7* movie.

### **3.2 Object of the Research**

Object of the research is very essential in the research in order to get the result scientifically. The researcher must be smart to decide the object which is used in this research. In this research, the object is the address form which used by speakers in *Fast and Furious 7* movie. Then, the data are all the utterances that contain address forms which is uttered by speakers in *Fast and Furious 7* movie.

### **3.3 Method of Collecting Data**

In process of collecting data, the researcher used observational method by Sudaryanto (2015). He states that observational method is method of collecting data by observing the data. There are two kinds of techniques used; they are participatory and non participatory. In participatory technique, the researcher involves as participates in collecting the data.

Participatory technique is different from non participatory technique. In non participatory technique, the researcher does not involve in collecting the data. The researcher only observes every utterance which contain address form in *Fast and Furious 7* movie. In this research, the researcher used non participatory technique to collect the data because the researcher did not involve in movie conversation. There are some procedures which the researcher did in collecting the data. First, the movie was downloaded from websites [www. Cinemaindo.com](http://www.Cinemaindo.com). Second, the researcher watched the movie until finish in order to get all the data. Third, transcribing all the

utterance in the movie which contains address forms in the movie. The last is classifying the data.

### **3.4 Method of Analyzing Data**

In analyzing the data, the researcher applied address form theory proposed by Wardaugh (2006) to analyze the types of address form. Then, to analyze the reason of speakers in choosing the address form, the researcher used Wardaugh (2006) and supported by Chaika (1982). It was also supported by SPEAKING (Hymes, 1974) as cited in (Rahayu, 2014) to interpret the utterances.

Those theories were applied by using Pragmatics Identity Method (Sudaryanto, 2015). Pragmatics Identity method is method that based on contextual situation. It was used because in analyzing address form in the movie, context of situation were needed. Whether it referred to the types of address form and reason of speakers choosing address form.

### **3.5 Method of Presenting the Result Analysis**

After doing analysis, the next step is presenting the result analysis. Sudaryanto (2015) states that there are two methods of presenting the result analysis; they are informal and formal. The formal method means the researcher use symbol, table, diagram, and number in presenting the result. Whereas informal method refers to the method of presenting the result analysis by using words: it means the findings

can be described by using words or sentences. In this research, the researcher presented the result analysis by using informal method to present the analyzed data. The result was presented by using words and sentences and to make the readers easily understand.