CHAPTER III
RESEARCH METHODOLOGY

3.1. Research Design

Research methodology is the scientific method for getting the data with the purpose and certain utility (Sugiyono, 2014:2); while research design is a guideline in conducting the research process in determining the instruments, sampling, data collection and data analysis (Hasibuan, 2007:60). Thus, in this chapter, the researcher discusses about those things which is related to the way in conducting this research.

In this research, the researcher conducts qualitative research. According to Kothari (2014:3&5), qualitative research is related to the phenomena which concern to the require quality based on the data in the form of words to express attitudes, opinions, and behavior; and not about the number. Besides that, Moleong (2007:6) states that qualitative research is a research that aims to understand the phenomena such as behavior, perception, motivation, and by way of description in the form of words and language. It is called as qualitative research since the collected data are in the forms of words or sentences.

Based on the opinion above, this research is a kind of qualitative research because in doing this research the researcher sets off the research from language phenomena in the movie and the data is showing in the sentences form. Moreover, the objective of this research is to understand the phenomena about the politeness principle.

3.2. Object of the Research

As stated by Sugiono (2014:80), object of the research has quality and certain characteristic that determined by the researcher to be learned; and then to be taken as the conclusion. Object of the research is not only the people; but also can be used to the entire natural things. Thus, object of this research consists of whole characteristic which has been chosen by the researcher.

The object in this research is *Mechanic* movie which releases in 2016. The researcher's reason to take *Mechanic* movie because as stated by *Movie Magazine* (25/08/2016), the movie earns $125 million worldwide and involves in 5 USA big office movies on August 2016. Hence, this movie is categorized as the success international movie regarding to the aggregation.

Besides, through *Mechanic* movie the researcher is able to analyze about the maxim in politeness principle. The researcher has been watched the movie and recognized the appearance of politeness principle intuitively. It can be said that the researcher has been done the pre research before doing this research.

Based on the pre research, the researcher has been identified the emergence of generosity maxim, approbation maxim, and agreement maxim instinctively in *Mechanic* movie. It means that those maxims are used in the movie. In order to prove about the researcher's hypothesis, this research is required to be conducted.

By conducting this research, it means that the researcher is able to provide the appropriate evidence scientifically. Thus, this research is able to answer and resolve the premise. Furthermore, the researcher decides to use *Mechanic* movie as the object of the research.

3.3. Method of Collecting Data

Sugiyono (2014:204) states that data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. It helps the researcher to collect the main points as gathered information. According to Sugiyono (2014:204), method of collecting data is a fundamental strategy of a research, because the aim of the research is to obtain the data. Without collecting the data, the researcher never gain the answer of the research. Thus, method of collecting data is important to be applied in a research to get the proper data and to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

In this research, the researcher uses observation to collect the data. Marshall (1995:14) states that through observation, the researcher learns about behavior and the meaning attached to those behaviors. The researcher uses observation because in this research the researcher watches and notices the dialogue in the movie by using some tools to collect the data, such as personal computer to watch the movie and writing tools to make the transcription of the movie.

Faisal (1990:194) classifies observation into three; participant observation, overt and covert observation, and unstructured observation. Participant observation is the researcher involve with the object which aims to gain a close and intimate familiarity with the object. Overt and covert observation refers to the researcher being open about their intentions in the field; or sometimes the

researcher not informing the object and keeping their intentions secret. Unstructured observation is studying the spontaneous behavior of the object in natural surroundings. In this case, the researcher uses participant observation because the researcher is involved in the object's activity. Stainback (1988:120) states that in participant observation, the researcher observes what people do, listens to what they say, and participates in their activities.

Furthermore, Spradley (1980:195) divides participant observation into four; there are passive participation, moderate participation, active participation, and complete participation. Passive participation means the researcher is only in the bystander role. Moderate participation is the researcher maintains a balance between "insider" and "outsider" roles. Active participation is the researcher becomes a member of the group by fully embracing skills and customs for the sake of complete comprehension. Complete participation means researcher is completely integrated in population of study beforehand. In this research, the researcher stands as the passive participation which means the researcher conducts into the scene of action but does not interact or participate.

In order to collect the data, the researcher uses three steps. The first step is the researcher watches the movie and focuses on the dialogue in the movie. The second step is the researcher makes the transcription of the movie. The third step is the researcher takes the note of the movie. The transcription is marked by using note-taking technique in order to find the politeness principle in the movie.

3.4. Method of Analyzing Data

According to Sugiyono (2014:244), method of analyzing data is the process of searching and arranging the materials that the researcher accumulates to increase the understanding and enable them to present the discovery to others. Therefore, method of analyzing data is aimed to evaluate the data obtained to be an informative report.

In this research, the data is descriptively analyzed by using pragmatics identity method. Pragmatics identity method is the pragmatics research method which happens within interplay of internal learning and external influences as an individual performance of integration and adaptation (Erbach, 2011:15). Having found the data, the researcher applies the pragmatics theory to identify the types of maxim of politeness principle. Thus, the researcher uses pragmatics identity method to analyze the data because politeness principle is a part of pragmatics.

Therefore, the researcher analyzes the data which includes generosity maxim, approbation maxim, and agreement maxim. Generosity maxim is the maxim that minimizes the expression of beliefs that express or imply benefit to self and maximizes the expression of beliefs that express or imply cost to self. Approbation maxim is the maxim that gives the award to the other party. Agreement maxim is the maxim that minimizes the expression of disagreement between self and other and maximizes the expression of agreement between self and other. The researcher analyzes those maxims by describing one by one in paragraph form.

3.5. Method of Presenting Research Result

According to Sudaryanto (2015:241), there are two methods of presenting the result of analysis, formal and informal method. Formal method is the researcher presents the result of data analysis is by using symbol, signs, table and diagram. While informal method is the researcher presents the data analysis result by using words or sentences without symbol, signs, table, and diagram.

In this research, the researcher presents the data analysis result by using informal method. The researcher's reason is because in presenting the data analysis result, the researcher uses the sentences to explain clearly. This method also allows an explanation of a rule in detail and decomposed. Hence, as to give a high comprehension of the results of research conducted, the informal method is suitable for use in the qualitative research.