CHAPTER III

RESEARCH METHOD

3.1 Research Design

This research was done by applying a descriptive qualitative method which was done by collecting data from "Mean Girls" movie. The researcher used this research design in order to distinguish the types of language style and the factors of using language style. This research used the descriptive qualitative approach for analyzing the data.

The researcher used the descriptive approach as well as the data was in the written product, while the qualitative approach, according to Sudaryanto (2015) the qualitative research means that a scientific method of observation the data. The qualitative approach would be the method of analyzing the data that concerned of words, phrase, clause and sentences. The object of this research is language style in "Mean Girls" movie. To collect the data, the researcher used observational method. For analyzing the data, the researcher used referential identity method. To present the research result, the researcher used informal method.

3.2 Object of the Research

The object of this research was language style. Then, the data were all the utterances from the text in the script of *Mean Girls* movie. The data source of this research was from the movie. The "Mean Girls" movie talked about a cliques who

were the top hot news at school and had the important role of the "Mean Girls"

movie. Cliques was a term of group used by students at school.

3.3 Method of Collecting Data

In process of collecting the data, the researcher used observational method

by Sudaryanto (2015) to get all the data and to make an accurate data analysis. He

stated that observational method is the method of collecting data by observing the

data. There were two kinds of techniques used in collecting the data. They were

participatory and non-participatory. In non-participatory technique, the researcher

did not involve in collecting the data. This research used the non-participatory

technique. The researcher only observed every utterance which contained the

types of language style in *Mean Girls* movie. There were some steps which the

researcher did in collecting the data:

1. The movie was watched by researcher in order to get the supporting data,

   ex: gesture, intonation, setting and scene.

2. The script of the movie was downloaded in order to help the researcher to

   find the precise word.

3. All the utterances related to language style was taken a note.

4. All the collected data was classified.

3.4   Method of Analyzing Data

Having collected the data, the next step was analyzing the data. To analyze the data, the researcher used the identity method. Identity method was the method which the determinant was not part of the language. In identity method, according to Sudaryanto (2015) there are five kinds of identity method. In this research, the researcher used the first identity method called referential identity method. Referential identity method was a method that the determinant was the fact which was showed by the language. The steps of analyzing data as follows:

1. The classified data were analyzed by using theory of Martin Joos in order to find the types of the language style.

2. Then, the data were analyzed by using theory of Hymes for analyzing the factors of using the language style.

3.5   Method of Presenting the Research Result

After doing the analysis, the next step was presenting the result analysis. According to Sudaryanto (2015) stated that there were two methods of presenting the result analysis. They were informal and formal method. This research used informal method. The informal method referred to the method of presenting the result analysis by using words and sentences.