

CHAPTER III

METHOD OF THE RESEARCH

This chapter the writer tells about how the researcher collected the data with research instrument and analyzes the problem. In this chapter, the researcher also explains about the approach of the study.

3.1 Research Design

The researcher applied qualitative research method in conducting the study to analyze the data. Qualitative research methods were developed in the social sciences to enable the writers to study social and cultural phenomena. It is used to analyze the data deeply, the researcher will get rich and detailed information. Based on the problem in this research, the researcher uses descriptive qualitative method. It means that the researcher knows how to set of procedures used for the problem in this research base on a factual data. According to (Basri, 2014), qualitative is any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification, the qualitative inquiry accepted the complex and dynamic quality of the social world. It concerned with non-numerical data and it is describing the fact of the analysis systematically based on actually they are about the swear words in *Bad Mom 2016* movie. Because of using the qualitative method, this study identifies the types of swear words in *Bad Mom 2016* movie.

3.2 Object of the Research

In this research the data took from the utterance by the charaters in the movie, and the script as supporting source. As the object of the research the movie have duration 1 hour 40 minutes and this movie directed by Jon Lucas & Scott Moore. Starring Mila Kunis as Amy Mitchel, Kathryn Hahn as Carla, Kristen Bell as Kiki, Christina Applegate, Jada Pinkett Smith, Annie Mumolo, Jay Hernandez, and many more. The movie won 3 awards and 5 nominations namely; CinemaCon-USA 2016 Female Star of The Year, Jupiter Award 2017 Best International Actress Mila Kunis, People's Choice Awards USA 2017 Favorite Comedic Movie, Casting Society of America, USA 2017 Outstanding Achievement in Casting - Studio or Independent Feature – Comedy, Golden Trailer Awards 2017 Best Comedy – Best Comedy Tv Sport, Guild of Music Supervisors Awards 2017, Women Film Critics Circle Awrds 2016 Mommie Dearest Worst Screen – Mom of the Year Award.

The reserache transcript the movie script in the form of document that used by the researcher as the supporting source. The researcher took the data from the utterance from the characters in *Bad Mom 2016* movie and the script that downloaded from [https://www.springfieldspringfield.co.uk/movie_script,\(bad-mom, n.d.\)](https://www.springfieldspringfield.co.uk/movie_script,(bad-mom,n.d.)) . The utterance of the character become the object of this research because the researcher need to identified swear words that the characters produce. The data took from whole of the movie and the researcher only focus on the utterance that contain swear words.

3.3 Method of Collecting Data

In the process of collecting the data, the researcher use the method of observation. According to Sudaryanto (2015) method of observation is the method used by the researcher to find the data by observing. Sudaryanto divided the method of observation into two technique, there are participant and non-participant. In this research the researcher applied non-participant technique. The non-participant technique is applied in this research because the researcher did not involve in the conversation did by the characters in the *Bad Mom 2016 movie*. The researcher did some steps in the process of collecting the data, as follow:

1. Watching the Bad Mom 2016 movie thoroughly
2. Transcribing the Bad Mom 2016 movie script
3. Checking the accuracy of the characters utterance in the movie with the script by watching the movie time after time
4. Selecting the data
5. Classifying the data

3.4 Method of Analyzing Data

In analyzing the data, the researcher using the method of identity to be applied in this research. According to Sudaryanto (2015) the method of identity is a method used by the researcher which the language determiner does not become in one part with the language itself. So, in this research the researcher applied pragmatics identity method to analyzing the data in the *Bad Mom 2016 movie*. In analyzing the data the researcher did some steps, as follows:

1. The researcher collected the data about the swear words in the Bad Mom 2016 movie
2. The researcher classified and analyzed the swear words according to the types which proposed by (Pinker, 2007)
3. The researcher classified and analyzed the frequencies of swear words

3.5 Method of Presenting Research Result

After doing the analysis, the next step is presenting the result of analysis. In this research, the researcher present the result in informal way. According to Sudaryanto (2015) there are two ways to presenting the result of analysis. There are informal method and formal method. Because this research is qualitative method, the data is present by using the word and sentence. The research was presented by using word s and sentences to make the reader easily understand.