

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

This research is a descriptive qualitative research. The data in this study are in the form of words, phrases, sentences and paragraphs. Qualitative research is not related to numbers and symbols (Creswell, 2003). The results of this study are presented descriptively. So that in this study the data until the results are displayed in the form of words, phrases, sentences and paragraphs.

Sociolinguistic phenomena appear in data in the form of words, phrases, sentences and paragraphs in the form of speech. The method of data collection and data analysis is based on the theory of Finch (2000) and Martin and Rose (2003) regarding the function of the register and the situation types of register situation applied in the film *Chef* (2014). The phenomenon as a case study occurs in the real life of the community (Creswell, 2012).

3.2. Object of the Research

Object of the research is an attribute or attitude or value of people, object or activity that have certain variations that are determined by the researcher to be studied and then draw conclusions (Sugiyono, 2012). The object of this research is the register. Register theory comes from Finch (2000) and Martin and Rose

(2003). It analyzes register functions and register situation types. These theories are applied in reliable data sources in the film *Chef* (2014) for analysis.

3.3. Method of Collecting Data

In the data collection process, this study uses the observation method proposed by Sudaryanto (2015). In the process of collecting data, the senses are used to hear, see, and feel phenomena related to the register of conversation. This research does not involve the interaction of scenes or words with the speakers in the film. Thus, this study uses non-participatory techniques Sudaryanto (2015).

There are several steps to collecting data. First, the utterances in the film are converted into scripts. Then the speech that has the register phenomenon is adjusted to the context to get the data. Finally, the data is highlighted for analysis as a register based on Finch (2000) and Martin and Rose (2003)

3.4. Method of Analyzing Data

After the data is collected, analyzing the data uses the referential identity method according to Sudaryanto (2015). This study identifies the sociolinguistic phenomena that appear in speech. The referential identity method is concerned with relation between language and a particular entity outside the language which is being referred. This means that each speech causes a specific action competence in equalizing in context situation. The context situation was applied because it combines word and situation. The basic method used is the competency technique in equalizing, this technique is used to classify the text structure contained in the

conversation in the film. The data is copied from the film script and then illustrated the ways according to the register function and register type situations.

The data that has been interpreted theoretically will be analyzed. There are several steps that researchers take to analyze the data. First, the researcher will start by describing the theory the researcher used in finding the data, namely the register function and register type situations. Second, the researchers began to quote the parts of the utterances appeared in the film. Furthermore, the speech is analyzed based on theory. Finally, the researchers began to connect these data based on the theory used and explain them step by step based on the theory.

3.5. Method of Presenting Research Result

To present the results of this study, according to Sudaryanto (2015) two methods of presenting research result are namely formal and informal. Researchers use informal methods. Informal methods are used to present research results with ordinary words, phrases, sentences and paragraphs. Researchers presented the results descriptively. The results of the analysis presented are identified in a simple manner so that readers can easily understand the topic.